

NOTICE OF MEETING

CITY OF BRANSON



BOARD OF ALDERMEN

Luncheon – Thursday, January 20, 2011 – 12:00 p.m.
Administrative Conference Room – Branson City Hall – 110 W. Maddux
(MEAL ONLY)

Study Session– Thursday, January 20, 2011 – 12:30 p.m.
Municipal Courtroom – Branson City Hall – 110 W. Maddux

AGENDA

- 1) Call to Order.
- 2) Roll Call.
- 3) Administrator's Report.
- 4) Discussion of previous Study Session items.
- 5) Review of January 25, 2011 Agenda.
- 6) Discussion with Steve Peet regarding the Branson Airport.
[Memo] [City of Branson Airport Analysis Powerpoint]
[Branson Airport Powerpoint]
- 7) Mayor's Report.
- 8) Board of Aldermen requests for agenda items to be placed on future agendas.
- 9) Adjourn.

PREVIOUS ITEMS DISCUSSED AT STUDY SESSIONS

- 1) ~~Discussion regarding the Dangerous Building and Nuisance Code changes.~~ (Final Reading scheduled for the January 25, 2011 Regular Board of Aldermen meeting)
- 2) Discussion regarding signs, outside merchandise and false advertising.
- 3) ~~Review of Tri-State Utilities.~~ (Final Reading scheduled for the January 25, 2011 Regular Board of Aldermen meeting)
- 4) Review of EPC Energy Performance Contract.
- 5) ~~Discussion regarding 2011 Legislative Priorities.~~ (Resolution scheduled for the January 25, 2011 Regular Board of Aldermen meeting)
- 6) ~~Discussion with Preston Dunn, Jr. of In God We Trust ~ America, Inc.~~ (Resolution scheduled for the January 25, 2011 Regular Board of Aldermen meeting)

BRANSON BOARD OF ALDERMEN AGENDA

January 25, 2011

7:00 p.m.

**Meeting Called to Order
Pledge of Allegiance
Invocation – Jerry Adams
Roll Call**

PUBLIC COMMENT:

To speak during public comment, please sign the speaker sign-up sheet located at the front door of the council chambers prior to the start of the meeting.

CONSENT AGENDA:

- 1) Approval of Board of Aldermen Minutes:
a) January 6, 2011 Study Session
b) January 11, 2011 Regular Meeting**
- 2) Acknowledge Receipt of Minutes:
a) Advisory Park Board meeting of November 16, 2011**
- 3) Final Reading of Bill No. 3891 approving the annexation of property located at 412 Owen Lane.**
- 4) Final Reading of Bill No. 3892 approving the annexation of property located at 101 Covered Bridge Drive.**
- 5) Final Reading of Bill No. 3893 approving an agreement with Tri-States Utility for sewer billing services of city sewer customers connected to Tri-States Utility Water System and authorizing the Mayor to execute the contract.**
- 6) Final Reading of Bill No. 3894 accepting the proposal of Tri-Lakes Ford pertaining to the purchase of vehicles for the Police Department and authorizing the mayor to execute the contract.**
- 7) Final Reading of Bill No. 3895 accepting the proposal of Brenntag Mid South, Inc. for potassium permanganate used in the water and wastewater treatment facilities and authorizing the Mayor to execute the contract.**
- 8) Final Reading of Bill No. 3896 accepting the proposal of Custom Products Corporation pertaining to signage supplies and authorizing the Mayor to execute the contract.**

- 9) **Final Reading of Bill No. 3897 accepting the proposal of Ibis Tek Apparel LLC. pertaining to signage supplies and authorizing the Mayor to execute the contract.**
- 10) **Final Reading of Bill No. 3898 accepting the proposal of Key Equipment & Supply Co. pertaining to an Elgin Pelican Street Sweeper and authorizing the Mayor to execute the contract.**

REGULAR:

- 11) **Final Reading of Bill No. 3881 amending Chapter 58 of the Branson Municipal Code pertaining to nuisance. (Postponed from the January 11, 2011 agenda)**
- 12) **First Reading of Substitute Bill No. 3899 amending Chapter 58 of the Branson Municipal Code pertaining to nuisance.**
- 13) **First Reading of Bill No. 3900 amending Chapter 46, Section 46-555 of the Branson Municipal Code pertaining to containers.**
- 14) **Update by Lori Helle on year-end financial report.**
- 15) **First Reading of Bill No. 3901 approving a Planned Development amendment to PD 2005-003 Audubon Place and Covered Bridge Resort.**
- 16) **First Reading of Bill No. 3902 approving a Microsoft Enterprise Agreement with Software Spectrum and Microsoft Corporation and authorizing the Mayor to execute the agreement.**

BID AWARDS:

- 17) **First Reading of Bill No. 3903 accepting the proposal of American Concrete Products pertaining to the concrete to be used at the Branson Lakeside RV Park and authorizing the Mayor to execute the contract.**

RESOLUTIONS:

- 18) **A Resolution approving the City of Branson's Legislative Agenda for the year 2011.**
- 19) **A Resolution adopting the Branson/Lakes Area Legislative Partnership's 2011 Legislative Priorities.**
- 20) **A Resolution supporting the display of the national motto "In God We Trust" at Branson City Hall.**

MAYOR/CITY ALDERMEN/CITY ADMINISTRATOR'S REPORTS

ADJOURN

MEMORANDUM

DATE: January 06, 2011

TO: Honorable Mayor and Board of Alderman

FROM: Dean Kruithof, City Administrator

RE: Memo from Terry Dody, Former City Administrator Dated February 16, 2004/Branson Regional Airport

Please see attached information regarding the proposed Branson Regional Airport that Terry Dody, Former City Administrator sent to a prior Mayor and Board of Alderman on February 16, 2004 for your review.

If you have any questions, please feel free to contact me.

Memorandum

TO: Mayor and Board of Aldermen
FROM: Terry Dody
RE: Branson Regional Airport
DATE: February 16, 2004

Attached is information regarding the proposed Branson Regional Airport.

While I do not believe the attached to be confidential, it would probably be best to treat it as such until you see it disclosed from other sources.

EXECUTIVE SUMMARY

An airport serves as a gateway that welcomes commerce and visitors into a region and provides access for the citizens and businesses of the region to travel outward to the economy at large.

It has been noted by transportation planners that construction of one mile of roadway allows travelers to go one mile, but construction of one mile of airport runway allows access to and from the world.

The presence of an airport creates benefits for the regional economy in many ways. Airports bring essential services to a community, including enhanced medical care (such as air ambulance service), support for law enforcement and fire control, and courier delivery of mail and high value parcels. These services raise the quality of life for residents and maintain a competitive environment for economic development.

Although qualitative advantages created by the presence of an airport are significant and widely acknowledged, they are also difficult to measure. In studying airport benefits, regional analysts have emphasized indicators of economic activity for airports that can be quantified, such as dollar value of output, number of jobs created, and earnings of workers.

Day to day operations on an airport are a measurable source of jobs and income for workers who supply aviation services.

Spending by businesses on the airport injects revenues into the community when firms buy products from suppliers and again when employees of the airport spend for household goods and services.

As a transportation center, an airport moves travelers and cargo with shorter time to destination than other modes of transport. With the ever-increasing value of time in the 21st century, air travel is the mode of choice for tourists or vacationers planning trips more than a short distance from their homes.

In addition to services, incomes and jobs created on site, the benefits of an airport to a destination such as the Branson Lakes area also include the increased number of visitors that arrive by air, and the impact of air visitor spending for lodging, attractions, and various goods and services.

This report presents estimates of the economic benefits of the proposed Branson Regional Airport on the Branson Lakes regional economy, including Stone and Taney Counties in Missouri.

The site of the proposed Branson Regional Airport is in the southern part of Taney County, not far from the Branson entertainment district and with access to the many recreation areas of the region.

The initial commercial air service is projected to be 250,000 visitor enplanements, with 7,900 aircraft departures per year. Over time, enplanements in the short term will rise to 450,000 and increase to 1.2 million in the long range.

ESTIMATING ECONOMIC BENEFITS

The proposed Branson Regional Airport will be a source of economic output (the production of aviation services) that creates employment and earnings for workers on the airport.

In addition, visitors who arrive by air at the airport will create demand for off-airport goods and services, such as lodging and retailing. Air visitors generally have greater expenditures as compared to visitors using other modes of travel. This spending produces—revenues for firms in the hospitality sector as well as employment and earnings for workers.

The quantitative measures of economic benefits of the Branson Regional Airport are each described below. The time frame for each measure is typically a value for one year.

Output is the value in dollars of the production of goods and services by businesses in the regional economy. Output is equivalent to revenue or spending.

From the perspective of the business that is the supplier of goods and services, the dollar value of output is equal to the revenues received by that producer. From the viewpoint of the consumer, the dollar value of the output is equal to the amount that the consumer spent to purchase those goods and services from the business.

Earnings is a second benefit measure, made up of two components: (a) employee compensation is the dollar value of payments received by workers as wages and (b) proprietor's income is received by those who are self employed and have their own business.

Employment is the third benefit measured, the number of jobs supported by the revenues created by the presence of Branson Regional Airport.

To measure the economic benefits of an existing airport, information on revenues, employment and earnings is obtained directly from suppliers and users of aviation services to tabulate the economic activity created by the presence of the airport.

Typical sources of information include interviews and surveys of on-airport employers including private sector firms and government agencies, airport administrative staff, airline passengers, and general aviation flyers who use the airport during the study period.

When an airport is in the planning phase, the economic benefit variables must be estimated based on reasonable assumptions about the level of economic activity that will be created when the airport is operational.

There are three sources of economic benefits due to the presence of an airport. These may be listed as (1) on-airport benefits, (2) air visitor benefits and (3) indirect (or multiplier) benefits.

On-Airport benefits for the proposed Branson Regional Airport were estimated by taking national average levels of employment and revenues for aviation related businesses and applying these to projected operations at the new airport.

Air Visitor benefits were based on visitor spending figures compiled by the Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau.

Indirect benefits were based on an input-output model of the regional economy using specially developed local coefficients developed within the IMPLAN system. IMPLAN is nationally recognized as an economic impact model of choice for measuring changes in local economic activity due to various changes including new businesses in a region.

In contrast to direct effects of spending, which are due to the initial changes such as an airline initiating service to a region, the indirect effects measure secondary spending associated with the direct effects.

The combined direct (initial) and indirect (secondary) spending together sum to an amount greater than the direct initial spending, and the ratio of the total to direct spending (usually of magnitude between 1 and 3) is known as "the multiplier." The IMPLAN model provides multipliers for over 500 types of businesses and employers for Stone and Taney Counties that were used in this study.

SOURCES OF ECONOMIC BENEFITS

Economic benefits (output, employment and earnings) are created when economic activity takes place both on and off the airport. The projected economic benefits of Branson Regional Airport by source and location are shown in Table 1.

Estimates in table one are based on the projections for initial passenger activity of 250,000 visitor enplanements per year. The figures shown represent the economic benefits in the first full year of Branson Regional Airport operation. Dollar values in the table are based on 2002 prices, or "2002 dollars."

On-Airport Direct Benefits

Initial operations on Branson Regional Airport will require and attract a number of different types of businesses and employers including airlines, FBO services, terminal retail shops and food service, ground transportation, air traffic control tower, security and fire personnel and airport administrative staff.

The initial level of operations serving 250,000 visitor enplanements per year will result in estimated on-airport direct economic benefits (in 2002 dollars) of:

- **\$12.0 Million Revenues**
- **\$4.7 Million Earnings**
- **209 On-Airport Jobs**

Air Visitor Direct Benefits

An additional source of aviation-related spending will come from visitors to the area that arrive at Branson Regional Airport. When air travelers make off-airport expenditures these outlays create revenues (sales) for firms that supply goods and services to visitors.

Based on figures from the Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau, visitors to the region stay an average of 4.3 days and spend \$251 per person per trip (in 2000 dollars). Using this visitor profile, the 250,000 air visitors would stay a total of 1,075,000 visitor days and contribute \$61.4 million of off-airport spending on lodging, food and drink, entertainment, retail goods and services, and ground transportation.

Direct economic benefits from 250,000 annual visitors arriving by air would be:

- **\$61.4 Million Revenues**
- **\$23.6 Million Earnings**
- **1,234 Off-Airport Jobs**

Combined Direct Benefits

The combined direct benefits represent the sum of on-airport and off-airport (visitor) revenues, earnings and employment due to the presence of the airport and aviation activity.

Direct benefits are the "first round" impacts and do not include any multiplier effects of secondary spending. The direct benefits of on-airport and off-airport economic activity related to Branson Regional Airport at the 250,000 visitor enplanements level are:

- **\$73.5 Million Revenues**
- **\$28.2 Million Earnings**
- **1,443 Jobs**

Combined revenue flows for businesses and employers on and off the airport sum to an estimated value of \$73.5 million.

The airport presence will create benefits to workers by providing income and earnings within the region of \$28.2 million representing the payment for the labor component of airport economic activity.

There will be an estimated 1,443 jobs created directly by suppliers and users of aviation services both on and off the airport.

Indirect Benefits (Multiplier Effects)

Indirect benefits (multiplier effects) are created when the initial spending by airport employers or visitors circulates and recycles through the economy. In contrast to initial or direct benefits, the indirect benefits measure the magnitude of successive rounds of respending as dollars are spent by those who work for or sell products to airport employers or the hospitality sector.

For example, when an aircraft mechanic's wages are spent to purchase food, housing, clothing, and medical services, these dollars create more jobs and income in the general economy of the region through multiplier effects of respending.

The initial direct revenue stream in the service area of \$73.5 million created by the presence of Branson Regional Airport was estimated to stimulate indirect benefits from multiplier effects within the airport service area of:

- **\$37.4 Million Revenues**
- **\$13.2 Million Earnings**
- **560 Jobs**

Total Benefits

The total benefits of the airport, the sum of the direct benefits and the indirect benefits, which result as dollars, recirculate in the regional economy, were calculated to be:

- **\$110.9 Million Revenues**
- **\$41.4 Million Earnings**
- **2,003 Total Employment**

TABLE 1
**Summary of Initial Economic Benefits
Branson Regional Airport**

Source	BENEFIT MEASURES		
	Revenues	Earnings	Employment
On-Airport Benefits Airlines Tower Security FBO Services Airport Businesses Ground Transportation Airport Administration	\$12,062,000	\$4,666,000	209
Air Visitor Benefits Lodging Food/Drink Retail Goods/Services Ground Transport Entertainment	61,434,000	23,570,000	1,234
Direct Benefits: Sum of On Airport & Air Visitor Benefits	73,496,000	28,236,000	1,443
<i>Indirect Benefits</i> <i>(Multiplier Effects of</i> <i>Secondary Spending)</i>	37,393,000	13,204,000	560
TOTAL BENEFITS	\$110,889,000	\$41,440,000	2,003

ON-AIRPORT BENEFITS

This section provides more detail on the projected economic benefits associated with activity on site at Branson Regional Airport. Table 2 illustrates the employment, earnings and value of output anticipated on the airport in the initial phase of operations (250,000 visitor enplanements), listed by type of business.

The estimating methodology was as follows. First, the basic types of business typically found on airports were identified and these businesses were assumed to be required at the proposed Branson Regional Airport.

Next, the employees normally necessary to operate these businesses were estimated based on national averages relative to passenger activity at domestic airports in the United States. For example, for medium sized airports, the national average of airline workers is one worker per 4,100 enplanements. For 250,000 enplanements, the requirement at Branson Regional Airport would be $250,000/4,100 = 61$ employees.

The number of workers shown in Table 2 is not based on full time equivalent employees. For each business, employment includes both full time and part time workers. This is the way both employment and wages are available from most sources of such data.

Earnings per worker were computed through examination of wage data for these businesses for Missouri and Stone and Taney Counties from the Missouri Department of Economic Development. Earnings by proprietors were estimated directly from the IMPLAN modeling system.

The value of output (revenues or sales) per worker was calculated within the IMPLAN input-output model for Stone and Taney Counties. The input-output model is capable of estimating dollar value of output from inputs (labor) for more than 500 regional industries.

The largest single category of employment on the airport is projected to be auto rental, with 71 full and part time workers. The typical employment level at airports is one auto rental worker for each 3,500 enplanements.

The highest earnings per worker are anticipated to be air traffic control staff in the tower, at \$54,000 per year. The business type with the largest overall payroll will be the airlines, with \$1.6 million in wages.

As shown in Table 2, there are 12 security screeners with average earnings of \$16,300 per year. Figures shown are based on historical data, but it is likely both of these measures will be larger in the future. Security personnel are expected to increase in number at all airports and wages will be higher due to new federal standards.

The total on-airport employment will be 209 workers, earning \$4.7 million and producing output with value of \$12.1 million.

The table also shows the indirect benefits created (a) when on-airport businesses buy goods and services supplied by other businesses within the economy and (b) when employees of these business make consumer expenditures locally. The combined direct and indirect benefits sum to the total benefits of 281 jobs, \$6.5 million earnings, and output valued at \$16.9 million due to on-airport activity.

TABLE 2
On-Airport Initial Economic Benefits
Branson Regional Airport

Business Type	Workers	Earnings/ Worker	Earnings	Output/ Worker	Output
Airlines	61	\$26,202	\$1,598,322	\$60,803	\$3,708,983
Fixed Base Operator	10	26,202	262,020	60,803	608,030
Food Service	31	15,994	495,814	42,581	1,320,000
Retail Shops	8	16,220	129,760	34,740	278,000
Auto Rental	71	19,100	1,356,100	70,859	5,031,000
Security	12	16,300	195,600	22,250	267,000
Fire	5	28,934	144,670	40,200	201,000
Tower	6	54,000	324,000	57,333	344,000
Administration	5	32,000	160,000	60,803	304,015
Direct Benefits	209		\$4,666,000		\$12,062,000
Indirect Benefits	72		\$1,795,000		\$4,877,000
TOTAL BENEFITS	281		\$6,461,000		\$16,939,000

Note: Estimates above based on 250,000 visitor enplanements per year. Employment is not necessarily full time equivalents; includes full and some part time workers, figures rounded to head counts. Earnings estimates based on figures from the Missouri Department of Economic Development for Missouri and Stone and Taney Counties. Estimates for output per worker were derived from the IMPLAN input-output model based on data for Stone and Taney Counties. On-airport portion of expenditures by visitors on ground transportation allocated to "on-airport" category to reflect location of auto rental agencies at the airport terminal building. All dollar values are in 2002 dollars.

AIR VISITOR BENEFITS

The Branson Lakes Region attracts visitors from throughout the nation who come to the area for recreational, vacation, and personal travel. This section provides detail on economic benefits from air travelers projected to use the proposed airport in the initial phase of operations.

The estimated distribution of air visitor spending by category is illustrated in Table 3. A 1999 study of Branson visitors conducted by the national travel research firm of D. K. Shifflet and Associates in 1999 found that the largest expenditure category for Branson visitors is food and drink, followed by entertainment, both accounting for more than 20 percent of the visitor travel budget.

In a report based on 2000 expenditures patterns for Branson visitors, the Montgomery Consulting research firm stated that the average amount spent per person was \$251. Applying the percentages from the D. K. Shifflet and Associates study to this amount yields the visitor outlays for each category of spending in 2000 prices. For example, lodging accounts for 19.2 percent of visitor spending and the per person amount spent on lodging per trip was \$48 in 2000.

The original survey work by D.K. Shifflett and Associates included a "miscellaneous" spending category. To compute employment, earnings and output, it is required to know wages, output per worker and other characteristics for each industry classification. In order to estimate economic benefits from visitor spending, it was necessary to reallocate the miscellaneous

category to each of the other major categories and then express spending amounts in 2002 dollars. The results of these calculations are shown in Table 3 under the heading "Adjusted Spending Per Trip."

In 2002 dollars, the typical visitor spends \$266 per trip on food, lodging, and entertainment and ground transportation while visiting the Branson area. Lodging expenditures per person are estimated to have increased from \$48 in 2000 to \$55 in 2002. Food remains the largest single spending category, at \$61 per person per trip.

Spending per travel party gives a more useful picture of outlays by visitors to the Branson area for some categories of expenditures. The typical travel party will rent only one automobile, for example, and a family usually needs only one hotel room.

The last column of Table 3 shows estimated spending per travel party. According to figures from the Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau, the average travel party size is 3.3 persons. This typical travel party spends \$887 while visiting Branson.

The average travel party is in the area for 3.9 nights and 4.3 days. During their stay, the largest single expenditure category is food and drink. Assuming three meals per day, the travel party will eat 13 times and spend \$210 on food and drink for the trip.

The typical rental car outlay for the 4.3 day trip is \$139. The average lodging cost for the travel party during their 3.9 nights is \$182. The average lodging cost is \$182 during their stay.

TABLE 3

**Visitor Spending Per Trip and Adjusted Visitor Spending Per Trip
Branson Regional Airport**

	Visitor Spending Per Trip ^a		Adjusted Spending Per Trip ^b		
Spending Category	Percent	Spending (2000 Dollars)	Percent	Spending (2002 Dollars)	Spending Per Party
Lodging	19.2	\$48	20.7	\$55	\$182
Food & Drink	21.5	54	22.8	61	210
Retail	17.9	45	18.8	50	168
Entertainment	20.2	51	21.6	57	188
Ground Transport	14.9	37	16.1	43	139
Miscellaneous	6.3	16	<i>Allocated to Above Spending Categories</i>		
TOTALS	100.0	\$251	100.0	\$266	\$887

Notes:

- (a) Visitor percent spending distribution from 1999 research conducted by D. K. Shifflet and Associates for Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau. Dollar value of visitor spending based on survey research by Montgomery Consulting for Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau in 2000.
- (b) Adjusted Spending Per Trip figures expressed in 2002 dollars. Miscellaneous category has been allocated to major categories of lodging, food, retail, entertainment, and ground transportation as weighted shares. Spending values rounded to nearest dollar.

Theatre events, shopping, historic sites and theme parks are the four most popular activities for Branson visitors, according to the Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau. More than eight out of every ten visitors cited theaters as an activity while in the area, with an average of 3.8 shows attended during their visit. The typical travel party will spend \$188 on theatre events and other entertainment during their visit and an additional \$168 on shopping for various retail goods and services.

TABLE 4
Airline Visitor Days and Spending
Branson Regional Airport

Item	Value
Visitor Enplanements	250,000
Average Stay (Days)	4.3
Visitor Days	1,075,000
Avg. Spending per Visitor per Trip	\$266
Visitor Spending	\$66,465,000
Off-Airport Spending	\$61,434,000

Source: Estimated from figures for 2000 from Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau, adjusted to 2002 dollars and 250,000 visitor enplanements. Off-airport spending does not include \$5,031,000 for auto rental on the airport.

The anticipated 250,000 visitors using the airport in the initial phase of airport operations, each staying on average 4.3 days in the Branson area, would contribute a total of more than one million visitor days to the region's tourism market (Table 4).

Multiplication of spending per trip of \$266 by 250,000 air visitors yields total airline visitor spending of \$66,465,000 for the first phase of airport operations.

Note that estimated "off-airport" spending is reduced to \$61,434,000 because it is typical for air travelers to rent automobiles or board ground transport at the airport.

On-airport spending for ground transportation was projected to be \$5,031,000 (Table 2). This amount is credited to the on airport economic activity and deducted from the off airport spending by visitors.

The figures for spending per person per trip in Table 3 can be used to derive the economic value of visitor expenditures from a typical passenger aircraft departing from Branson Regional Airport (see Table 5).

Based on projected characteristics of passenger aircraft at the airport, fleet capacity will average 52.5 seats (see Chapter 2 of Airport Master Plan, Table 2F). At 60 percent load factor, there will be 31.5 visitors per departure who have spent \$266 per trip.

Total airline visitor spending of \$8,379 of revenues will have been injected into the local economy for the typical departing airliner.

TABLE 5
Value of Visitor Spending
Associated With Typical Airliner
Branson Regional Airport

Item	Value
Estimated Seats/Departure	52.5
Boarding Load Factor	60%
Enplanements/Departure	31.5
Trip Expenditures per Person	\$266
Value of One Airliner =	\$8,379

Source: Fleet mix characteristics from Table 2F of Airport Master Plan, Chapter 2.

The employment, earnings, and output economic benefits from off-airport spending by visitors are shown in Table 6.

The methodology that underlies this table begins with expenditures by category. Employment and earnings can then be derived using the IMPLAN input-output system. The respective values in Table 6 were derived as explained in the following example for lodging.

From Table 3 and utilizing various studies from the Branson/Lakes Area Chamber of Commerce and Visitor and Convention Bureau, average expenditures for lodging per person for Branson visitors were \$55 in

2002 dollars. Multiplying over 250,000 projected air visitors, total air visitor lodging spending is estimated as \$13,726,000.

According to figures from the IMPLAN input-output modeling system, supplemented with data from the U. S. Bureau of Economic Analysis and the Missouri Department of Economic Development, output per worker in the lodging industry in the Branson area is \$55,347 in 2002 dollars. Therefore, to provide \$13,726,000 of lodging services, the lodging industry requires 248 workers.

Average earnings by lodging workers in the Branson area are \$22,476 per year. Multiplying this figure by 238 workers, earnings in the lodging industry due to spending by air visitors are calculated as \$5,574,000.

The estimated direct benefits due to off-airport spending by visitors arriving at the projected Branson Regional Airport are \$61,434,000 expenditures or revenues to firms in the hospitality industry, 1,234 jobs supported, and earnings to workers and proprietors of \$23,570,000.

The largest annual revenues are estimated for expenditures on food and drink by airline passengers, summing to \$15.1 million. The second highest revenue stream is in the entertainment industry, with \$14.4 million from air visitors.

The greatest number of jobs supported (359) are projected in the retail sector, although food and drink employment will be nearly the same (357).

In those industries where output per worker is highest, employment tends to be somewhat lower. Although spending for

lodging is actually higher than in retailing (\$13.7 million vs \$12.5 million), the number of new jobs created in the lodging industry will be more than 100 smaller than in retailing. This is because output per worker in the lodging industry is nearly 60 percent greater than in retailing.

Of total projected off airport spending by air visitors of \$61,434,000, an average of 38 cents of each dollar will be used within the service area by employers as earnings paid out to workers or retained as proprietor's income.

The direct benefits represent the jobs, earnings and value of output produced to satisfy the demands for goods and services by air visitors. In order to provide goods and services, businesses need to make purchases from other businesses for supplies, materials, and various services such as insurance or security. These indirect benefits are also shown in Table 6.

Altogether, there will be an estimated 488 jobs created indirectly, with earnings of \$11,409,000. The value of indirect or secondary output due to air visitor spending is projected to be \$32,516,000.

The total benefits of off-airport visitor spending are the sum of the direct and indirect benefits. The off-airport visitor spending is expected to support 1,722 new jobs in the Branson area, with earnings of \$34,979,000. The value of output created is projected to be \$93,950,000.

After the proposed Branson Regional Airport is operational, there will be 2,945 visitors in the region on any given day that have arrived by air (based on 250,000 air visitors per year and an average stay of 4.3 days). Daily off-airport spending by these visitors will average \$168,312; in a typical month air visitor spending is estimated to exceed \$5 million.

TABLE 6
Off-Airport Initial Economic Benefits
Branson Regional Airport

Spending Category	Workers	Earnings/ Worker	Earnings	Output/ Worker	Visitor Spending
Lodging	248	\$22,476	\$5,574,000	\$55,347	\$13,726,000
Food & Drink	357	17,112	6,109,000	42,510	15,176,000
Retail	359	17,170	6,164,000	34,719	12,464,000
Entertainment	190	21,468	4,079,000	75,674	14,378,000
Ground Transport	80	20,550	1,644,000	55,347	5,690,000
Direct Benefits	1,234		\$23,570,000		\$61,434,000
<i>Indirect Benefits</i>	<i>488</i>		<i>11,409,000</i>		<i>32,516,000</i>
TOTAL BENEFITS	1,722		\$34,979,000		\$93,950,000

Note: Estimates above based on 250,000 visitor enplanements per year. Employment is not necessarily full time equivalents; includes full and some part time workers, figures rounded to head counts. Earnings estimates based on figures from the Missouri Department of Economic Development for Missouri and Stone and Taney Counties. Estimates for output per worker were derived from the IMPLAN input-output model based on data for Stone and Taney Counties, U. S. Bureau of Economic Analysis, and Missouri Department of Economic Development. Expenditures by visitors on ground transportation allocated between "off airport " and "on-airport" category to reflect location of auto rental agencies at the airport terminal building. All dollar values are in 2002 dollars.

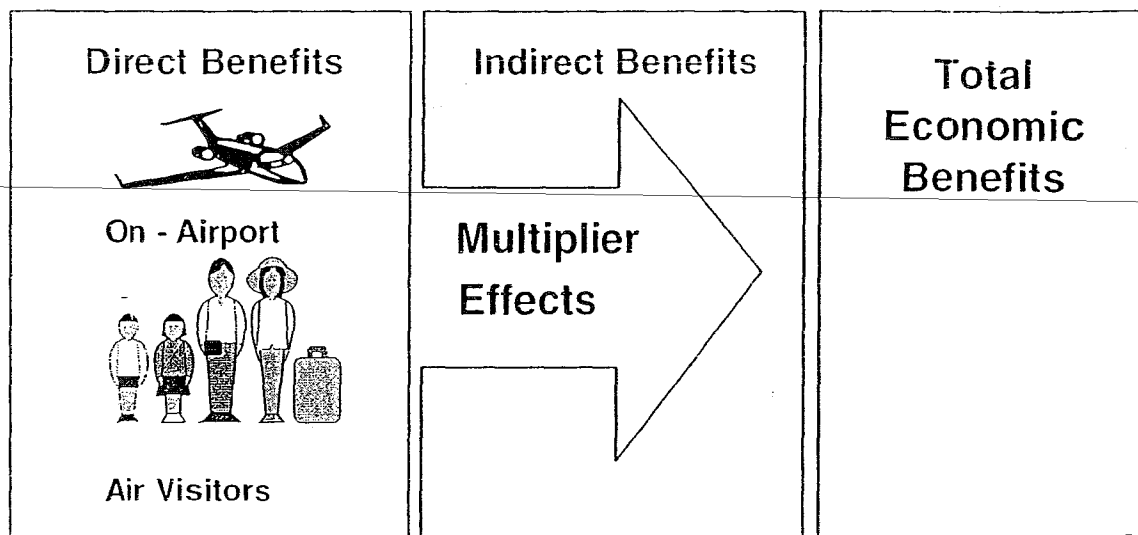
INDIRECT BENEFITS: MULTIPLIER EFFECTS

The output, employment, and earnings from on-airport activity and off-airport visitor spending represent the projected direct benefits from the presence of Branson Regional Airport. For the service area, these estimated direct benefits summed to \$73.5 million of output (measured as revenues to firms and budgets of administrative units), 1,443 jobs, and earnings to workers and proprietors of \$28.2 million. These figures for initial economic activity created by the presence of the airport do not include the "multiplier effects" that result from additional spending induced in the economy to produce the initial goods and services.

Production of aviation output requires inputs in the form of supplies and labor. Purchase of inputs by aviation firms has the effect of creating secondary or indirect revenues, employment, and earnings due to the presence of the airport that should be included in total benefits of the airport. Airport benefit studies rely on multiplier factors from input-output models to estimate the impact of indirect spending on output, earnings and employment to determine indirect and total benefits, as illustrated in the figure below.

The multipliers used for this study were based on the IMPLAN model, an input-output model that includes data tables and multiplier coefficients for states and counties in the United States. The IMPLAN

The Multiplier Process Branson Regional Airport



approach allows analysts to use county-specific data provided by state agencies such as the Missouri Department of Economic Development that are submitted to the United States Bureau of Economic Analysis and combined to produce national input-output tables and databases applicable to each state and county. Using IMPLAN coefficients, it becomes feasible to compare airports with each other and over time.

To demonstrate the methodology of the approach, average Branson Regional Airport multipliers for revenues (output), earnings and employment are shown in Table 7.

The multipliers represent weighted averages for combined industries in each category. For example, the visitor benefits multipliers shown combine lodging, food services, retailing, auto rental and entertainment multipliers actually used in the analysis.

The multipliers in this table illustrate the process for calculating the indirect and total impacts on all industries of the Branson regional economy resulting from the direct impact of each aviation related industry.

The multipliers for revenues show the average dollar change in revenues for all firms in the service area due to a one dollar increase in revenues either on the airport or through visitor spending. For example, each dollar of new output (revenue) created by on-airport employers circulates through the economy until it has stimulated total output in all industries in the service area of \$1.4043.

Or, put differently, the revenue multiplier of 1.4043 for on airport activity shows that for each dollar spent on the airport there is additional spending created of \$0.4043 or 40.43 cents of indirect or multiplier spending.

Direct revenues from all sources associated with the presence of Branson Regional Airport were \$73.5 million for the year. After accounting for the multiplier effect, total revenues created within the service area were \$110.9 million. Indirect or secondary revenues were \$37.4 million, the difference between total and direct revenues.

The multiplier for earnings shows the dollar change in earnings for the service area economy due to a one dollar increase in earnings either on the airport or in the visitor sector. The earnings multipliers determine how wages paid to workers on or off the airport stay within the economy and create additional spending and earnings for workers in non-aviation industries. For example, each dollar of wages paid for workers on the airport stimulates an additional 38.47 cents of earnings in the total economy.

The total earnings benefit of the airport was \$41.4 million, consisting of \$28.2 million of direct benefits and \$13.2 million of indirect benefits. The economic interpretation is that the presence of the airport provided employment and earnings for workers, who then respend these dollars in the service area.

The multipliers for employment show the total change in jobs for the service area economy due to an increase of one job on or off the airport. Each ten jobs on the airport are associated with 3.445 additional jobs in the rest of the airport service area economy. Similarly, each ten jobs in the hospitality industry supported by air visitor spending are associated with 3.955 additional jobs in the general economy. The overall result is that the 1,443 direct jobs created by the presence of the airport supported an additional 560 jobs in the service area as indirect employment.

TABLE 7
Average Multipliers and Indirect Benefits Within the Airport Service Area
Branson Regional Airport

Revenue Source	Direct Revenues	Average Output Multipliers	Indirect Revenues	Total Revenues
On-Airport Benefits	\$12,062,000	1.4043	\$4,877,000	\$16,939,000
Visitor Benefits	61,434,000	1.5293	32,516,000	93,950,000
<i>Revenues</i>	<i>\$73,496,000</i>		<i>\$37,393,000</i>	<i>\$110,889,000</i>
Earnings Source	Direct Earnings	Average Earnings Multipliers	Indirect Earnings	Total Earnings
On-Airport Benefits	\$4,666,000	1.3847	\$1,795,000	\$6,461,000
Visitor Benefits	23,570,000	1.4840	11,409,000	34,979,000
<i>Earnings</i>	<i>\$28,236,000</i>		<i>13,204,000</i>	<i>\$41,440,000</i>
Employment Source	Direct Employment	Average Employment Multipliers	Indirect Employment	Total Employment
On-Airport Benefits	209	1.3445	72	281
Visitor Benefits	1,234	1.3955	488	1,722
<i>Employment</i>	<i>1,443</i>		<i>560</i>	<i>2,003</i>

Notes: Multipliers above are weighted averages intended to illustrate how indirect and total benefits were calculated for Branson Regional Airport. In the full analysis, separate multipliers were used for on-airport employers (FBO, airlines, auto rental, security, food service, and other aviation businesses) and visitor spending (lodging, eating places, retailing, entertainment, and ground transportation). Multipliers were for Stone and Taney Counties as produced by the IMPLAN input-output model based on data from Missouri Department of Economic Development and U. S. Bureau of Economic Analysis.

SUMMARY & FUTURE BENEFITS

Airports are available to serve the flying public and support the regional economy every day of the year. On a typical day in the initial phase of activity at Branson Regional Airport, there are projected to be more than 40 operations by aircraft carrying passengers visiting the area for vacation, recreation, on business, or for personal reasons such as seeing relatives.

During each day of the year, Branson Regional Airport is projected to generate \$300,000 of revenues within its service area (see box). Revenues and production support jobs, not only for the suppliers and users of aviation services, but throughout the economy.

Each day Branson Regional Airport will provide 209 jobs directly on the airport and in total support 2,003 local jobs in the airport service area. These workers are expected to bring home daily earnings of \$113,000 for spending in their communities.

On an average day during the year, there will be 2,945 visitors in the area who arrived at Branson Regional Airport. The average expenditures for these visitors on a typical day are forecast to be \$168,000.

Table 8 shows a summary of economic benefits associated with the airport in its initial phase. Direct benefits to the service area, without multiplier effects, include revenues of \$73.5 million, 1,443 jobs and earnings to workers and proprietors of \$128.2 million.

Branson Regional Airport Daily Economic Benefits

- **\$300,000 Revenues**
- **2,003 Local Jobs Supported**
- **\$113,000 Income Earned**
- **\$168,000 Visitor Spending**
- **2,945 Air Visitors**

Including indirect or multiplier effects, total benefits to the service area will be \$110.9 million in revenues, 2,003 jobs and earnings of \$41.4 million

As aviation activity increases in the airport service area, the economic benefits of the airport to the regional economy can be expected to increase. The short term planning horizon for the airport is associated with an increase in enplanements to an annual level of 450,000. Assuming commerce on the airport and in the community increases at the same pace, employment on the airport will rise to 376 workers and jobs related to air visitors will increase to 2,221 (Table 9).

Visitor spending will exceed \$110 million (measured in 2002 dollars) and the revenue benefits due to the presence of the airport will approach \$200 million, including all multiplier effects.

The intermediate term planning horizon is based on enplanements of 650,000 with total operations of 25,400 (Table 10). Direct employment from aviation activity will rise to 3,752 and the employment impact after all multiplier effects is 5,208 total jobs. Revenues will rise to \$288.3 million in the intermediate term.

The long term is defined as 1,200,000 enplanements and 37,000 total operations per year. The long term projections imply on-airport employment of 1,003 workers with earnings exceeding \$22 million. Spending by air visitors will be \$294.9 million, with employment of 5,923 workers in visitor industries.

Accounting for all multiplier effects, jobs supported in the airport service area under the long term assumptions total 9,614. Revenues will be \$532.2 million, measured in 2002 dollars (see table 11).

TABLE 8
Summary of Economic Benefits: Initial Impact
Branson Regional Airport

	Revenues	Earnings	Employment
On-Airport Activity	\$12,062,000	\$4,666,000	209
Air Visitors	61,434,000	23,570,000	1,234
Direct Benefits	73,496,000	28,236,000	1,443
Indirect Benefits	37,393,000	13,204,000	560
Total Benefits	\$110,889,000	\$41,440,000	2,003

Note: Revenues, earnings and employment for initial benefits reflect activity associated with 250,000 visitor enplanements per year.

TABLE 9
Summary of Economic Benefits: Short Term
Branson Regional Airport

	Revenues	Earnings	Employment
On-Airport Activity	\$21,711,000	\$ 8,399,000	376
Air Visitors	110,581,000	42,426,000	2,221
<i>Direct Benefits</i>	<i>132,292,000</i>	<i>50,825,000</i>	<i>2,597</i>
Indirect Benefits	67,307,000	23,767,000	1,008
Total Benefits	\$199,599,000	\$74,592,000	3,605

Note: Revenues, earnings and employment for short term forecast period reflect activity associated with 450,000 visitor enplanements per year.

TABLE 10
Summary of Economic Benefits: Intermediate Term
Branson Regional Airport

	Revenues	Earnings	Employment
On-Airport Activity	\$31,361,000	\$12,131,000	544
Air Visitors	159,728,000	61,282,000	3,208
<i>Direct Benefits</i>	<i>191,089,000</i>	<i>73,413,000</i>	<i>3,752</i>
Indirect Benefits	97,221,000	34,330,000	1,456
Total Benefits	\$288,310,000	\$107,743,000	5,208

Note: Revenues, earnings and employment for intermediate term forecast period reflect activity associated with 650,000 visitor enplanements.

TABLE 11
Summary of Economic Benefits: Long Term
Branson Regional Airport

	Revenues	Earnings	Employment
On-Airport Activity	\$57,897,000	\$22,396,000	1,003
Air Visitors	294,883,000	113,136,000	5,923
<i>Direct Benefits</i>	<i>352,780,000</i>	<i>135,532,000</i>	<i>6,926</i>
Indirect Benefits	179,486,000	63,379,000	2,688
Total Benefits	\$532,266,000	\$198,911,000	9,614

Note: Revenues, earnings and employment for long term forecast period reflect activity associated with 1,200,000 visitor enplanements.

TAX IMPACTS

Because of the flow of spending, the jobs, and the income created by the presence of Branson Regional Airport, the facility will become an important source of public revenues. As airport activity expands, tax revenues will continue to grow. Estimated tax potential in Table 12. shows the revenues that could potentially be collected based on current average tax rates relative to output and personal income (earnings) for Stone and Taney Counties, Missouri, and under federal regulations.

The first column in Table 12 shows tax revenues associated with the initial phase of Branson Regional Airport operations, with 250,000 enplanements. The 1,443 workers with jobs related to the presence of the airport will have earnings of \$24.3 million. Federal personal income taxes are projected to be \$3 million. Corporate profits taxes on

a revenue base of \$110.9 million are estimated as \$1.3 million. Overall federal tax revenues are estimated to be \$10.8 million (in 2002 dollars).

State and local tax revenues, shown in the lower portion of the table, sum to \$7 million in the initial phase of airport operations. The largest single component is sales taxes of \$3.7 million (this figure includes combined estimates for both state and local sales taxes). Property taxes are the second largest source of revenues, estimated as \$1.7 million.

Combined federal, state, and local taxes will be \$17.8 million in the initial phase of operations and are projected to rise to \$32.1 million at the short term enplanements level of 450,000. The long term level of 1.2 million enplanements would bring tax revenues of \$52 million federal taxes and \$33.6 million state and local revenues.

TABLE 12

**Tax Impacts From On Airport and Off-Airport Economic Activity
Branson Regional Airport**

Federal Taxes				
Revenue Category	Initial	Short Term	Intermediate Term	Long Term
Corporate Profits Tax	\$1,353,534	\$2,436,362	\$3,519,189	\$6,496,965
Personal Income Tax	3,050,661	5,491,189	7,931,717	14,643,170
Social Security Taxes	4,829,549	8,693,188	12,556,828	23,181,836
All Other Federal Taxes	1,599,900	2,879,821	4,159,741	7,679,522
Total Federal Taxes	\$10,833,645	\$19,500,560	\$28,167,476	\$52,001,494
State and Local Taxes				
Revenue Category	Initial	Short Term	Intermediate Term	Long Term
Corporate Profits Tax	\$168,054	\$302,497	\$436,941	\$806,660
Motor Vehicle Taxes	94,767	170,580	246,393	454,880
Property Taxes	1,740,193	3,132,347	4,524,501	8,352,925
Sales Taxes	3,669,860	6,605,748	9,541,637	17,615,329
Personal Income Tax	801,928	1,443,470	2,085,013	3,849,254
All Other State & Local Taxes	525,701	946,261	1,366,822	2,523,363
Total State & Local Taxes	\$7,000,502	\$12,600,904	\$18,201,306	\$33,602,410
TOTAL TAX REVENUES	\$17,834,147	\$32,101,464	\$46,368,782	\$85,603,904
Notes: All figures are in 2002 dollars. Derived from average tax rates in Stone and Taney Counties, state of Missouri and federal sources. Initial impact estimate based on economic activity associated with 250,000 enplanements. Short term enplanements level = 450,000; intermediate term = 650,000; long term = 1,200,000.				

APPENDIX: CONSTRUCTION BENEFITS

Spending for construction of the proposed Branson Regional Airport will also have a significant economic impact on the regional economy. The table below shows the economic benefits associated with spending \$65,800,000 to build the landside and airside aviation facilities for Branson Regional Airport.

The benefits from construction that accrue within Stone and Taney Counties depend on the proportion of construction spending that takes place in those counties. Typically, major construction projects attract bidders from throughout the state. Therefore, some of the spending for construction will eventually "leak" out of the immediate Branson Lakes area.

The table provides for two alternative assumptions. The first is that 100 percent of the construction spending stays in the Branson Lakes area, yielding the maximum benefits for the local economy. The alternative assumption is that only 50% of construction spending involves firms from Stone and Taney Counties. It is likely that the actual impact will be somewhere in between these two assumptions.

Spending of \$65,800,000 creates ultimate economic benefits of \$92,100,000 of revenues for the overall economy. If all this spending involves contracts and outlays to local suppliers, 100 percent of this amount remains in the regional economy.

The construction work on the airport requires 610 person years of employment for the project. In addition, indirect employment of 427 jobs results from the additional demands for workers from suppliers of both construction and consumer goods. Direct earnings for workers from airport construction are \$19.9 million and combined direct and indirect earnings amount to a payroll of \$29.6 million.

If only 50 percent of the spending for airport construction is received by local firms, the direct spending of \$32,900,000 creates indirect benefits of \$13,150,000 and total benefits of \$56 million. Total earnings for the region will be \$14.8 million, and 519 jobs will be created locally during the construction of the airport.

TABLE A-1
Economic Benefits From Airport Construction
Branson Regional Airport

100% Local Spending	Revenues	Earnings	Employment
Direct Benefits	\$65,800,000	\$19,900,000	610
Indirect Benefits	26,300,000	9,700,000	427
Total Benefits	\$92,100,000	\$29,600,000	1,037
50% Local Spending	Revenues	Earnings	Employment
Direct Benefits	\$32,900,000	9,950,000	305
Indirect Benefits	13,150,000	4,850,000	214
Total Benefits	\$56,050,000	\$14,800,00	519

Note: Revenues, earnings and employment represent benefits to Stone and Taney Counties from spending \$65,800,000 for Branson Regional Airport Construction.

Branson Regional Airport

Output Impact – Construction 100% Local

<u>Industry</u>	<u>Direct*</u>	<u>Indirect*</u>	<u>Induced*</u>	<u>Total*</u>
1 Dairy Farm Products	0	1	352	354
3 Ranch Fed Cattle	0	21	3,359	3,380
4 Range Fed Cattle	0	6	1,118	1,125
5 Cattle Feedlots	0	8	1,551	1,560
7 Hogs- Pigs and Swine	0	2	381	383
9 Miscellaneous Livestock	0	5	4,317	4,323
11 Food Grains	0	3	5	7
13 Hay and Pasture	0	2,871	377	3,248
14 Grass Seeds	0	4,138	46	4,184
16 Fruits	0	1	3,898	3,899
21 Oil Bearing Crops	0	0	10	10
22 Forest Products	0	2,436	222	2,658
23 Greenhouse and Nursery Products	0	1,195	1,648	2,843
24 Forestry Products	0	0	0	0
26 Agricultural- Forestry- Fishery Service	0	151	1,049	1,199
27 Landscape and Horticultural Services	0	183,008	30,374	213,381
40 Dimension Stone	0	17	35	52
41 Sand and Gravel	0	5	7	12
49 New Industrial and Commercial Build	65,800,000	0	0	65,800,000
55 Maintenance and Repair- Residential	0	32,236	243,202	275,438
56 Maintenance and Repair Other Facility	0	158,792	204,171	362,963
59 Sausages and Other Prepared Meats	0	648	130,826	131,474
67 Canned Fruits and Vegetables	0	1	196	197
79 Bread- Cake- and Related Products	0	144	8,364	8,508
93 Wines- Brandy- and Brandy Spirits	0	2	449	451
101 Manufactured Ice	0	0	1,679	1,679
124 Apparel Made From Purchased Mater	0	1,512	119,945	121,457
129 Pleating and Stitching	0	12	2,171	2,183
130 Automotive and Apparel Trimmings	0	124	6,976	7,100
132 Fabricated Textile Products- N.E.C.	0	28,824	6,099	34,923
133 Logging Camps and Logging Contrac	0	7,754	137	7,891
134 Sawmills and Planing Mills- General	0	91,873	1,305	93,179
137 Millwork	0	75,009	1,007	76,016
172 Stationery Products	0	1,648	852	2,499
174 Newspapers	0	32,453	33,158	65,611
175 Periodicals	0	6,935	10,807	17,742
178 Miscellaneous Publishing	0	4,768	5,444	10,212
179 Commercial Printing	0	24,592	21,731	46,323
195 Drugs	0	697	266,809	267,506
201 Gum and Wood Chemicals	0	62,276	14,348	76,624
211 Paving Mixtures and Blocks	0	1,521	2,779	4,300
222 Footwear Cut Stock	0	9	635	644
241 Pottery Products- N.E.C.	0	295	27	322
242 Concrete Block and Brick	0	1,334	22	1,356
243 Concrete Products- N.E.C.	0	193	2	194
244 Ready-mixed Concrete	0	7,010	172	7,182
286 Architectural Metal Work	0	6,057	46	6,104
307 Steam Engines and Turbines	0	1,770	1,409	3,179
320 Industrial Patterns	0	12	2	14
321 Special Dies and Tools and Accessori	0	3,051	622	3,673
367 Electric Lamps	0	88	28	117
372 Telephone and Telegraph Apparatus	0	40,853	7,456	48,309
393 Boat Building and Repairing	0	1,087	27	1,114
402 Automatic Temperature Controls	0	89,773	451	90,224
415 Jewelry- Precious Metal	0	5	103	108
420 Games- Toys- and Childrens Vehicle	0	86	151	237
421 Sporting and Athletic Goods- N.E.C.	0	1,744	1,191	2,935
429 Signs and Advertising Displays	0	10,824	6,601	17,425
432 Manufacturing Industries- N.E.C.	0	665	657	1,322
434 Local- Interurban Passenger Transit	0	18,047	80,613	98,659
435 Motor Freight Transport and Warehouse	0	1,233,299	241,524	1,474,823
436 Water Transportation	0	29,704	42,101	71,805
437 Air Transportation	0	14,541	19,770	34,311
439 Arrangement Of Passenger Transport	0	4,333	14,669	19,003
440 Transportation Services	0	6,671	2,297	8,968
441 Communications- Except Radio and	0	514,993	441,253	956,246
442 Radio and TV Broadcasting	0	56,250	52,202	108,452

443 Electric Services	0	113,358	478,869	592,227
445 Water Supply and Sewerage Systems	0	7,629	36,221	43,850
446 Sanitary Services and Steam Supply	0	1,418	581	1,999
447 Wholesale Trade	0	1,737,297	516,917	2,254,214
448 Building Materials & Gardening	0	171,237	90,377	261,613
449 General Merchandise Stores	0	150,847	342,703	493,550
450 Food Stores	0	174,716	486,579	661,295
451 Automotive Dealers & Service Statio	0	955,682	475,508	1,431,189
452 Apparel & Accessory Stores	0	123,849	189,650	313,499
453 Furniture & Home Furnishings Stores	0	169,468	184,411	353,879
454 Eating & Drinking	0	64,694	901,420	966,115
455 Miscellaneous Retail	0	627,361	625,989	1,253,350
456 Banking	0	519,836	555,071	1,074,907
457 Credit Agencies	0	4,054	3,033	7,087
458 Security and Commodity Brokers	0	18,854	29,813	48,667
459 Insurance Carriers	0	36,132	77,429	113,561
460 Insurance Agents and Brokers	0	8,309	17,806	26,115
461 Owner-occupied Dwellings	0	0	1,326,772	1,326,772
462 Real Estate	0	462,522	1,218,610	1,681,133
463 Hotels and Lodging Places	0	120,306	195,365	315,671
464 Laundry- Cleaning and Shoe Repair	0	11,527	42,516	54,044
465 Portrait and Photographic Studios	0	1,666	42,938	44,604
466 Beauty and Barber Shops	0	0	84,798	84,798
467 Funeral Service and Crematories	0	0	9,969	9,969
468 Miscellaneous Personal Services	0	2,581	66,523	69,104
469 Advertising	0	38,250	31,053	69,303
470 Other Business Services	0	482,604	185,402	668,007
471 Photofinishing- Commercial Photogr	0	24,711	42,084	66,795
472 Services To Buildings	0	50,626	64,297	114,924
473 Equipment Rental and Leasing	0	248,843	22,720	271,563
474 Personnel Supply Services	0	98,771	16,925	115,696
475 Computer and Data Processing Servi	0	88,110	48,304	136,414
476 Detective and Protective Services	0	26,797	7,285	34,083
477 Automobile Rental and Leasing	0	42,368	12,801	55,169
478 Automobile Parking and Car Wash	0	994	9,100	10,093
479 Automobile Repair and Services	0	106,707	194,252	300,958
480 Electrical Repair Service	0	6,229	16,197	22,426
481 Watch- Clock- Jewelry and Furniture	0	29	10,111	10,141
482 Miscellaneous Repair Shops	0	22,833	6,909	29,742
483 Motion Pictures	0	41,068	100,932	142,000
484 Theatrical Producers- Bands Etc	0	13,844	51,025	64,870
485 Bowling Alleys and Pool Halls	0	3	5,178	5,182
488 Amusement and Recreation Services	0	0	149,080	149,080
489 Membership Sports and Recreation C	0	5,383	46,572	51,955
490 Doctors and Dentists	0	0	892,629	892,629
491 Nursing and Protective Care	0	0	217,390	217,390
492 Hospitals	0	1,037	1,173,846	1,174,883
493 Other Medical and Health Services	0	166	297,046	297,212
494 Legal Services	0	56,040	67,042	123,081
495 Elementary and Secondary Schools	0	0	3,971	3,971
496 Colleges- Universities- Schools	0	2,633	187,231	189,863
497 Other Educational Services	0	832	56,324	57,156
498 Job Trainings & Related Services	0	298	8,081	8,379
499 Child Day Care Services	0	0	53,424	53,424
500 Social Services- N.E.C.	0	0	71,047	71,047
501 Residential Care	0	0	65,139	65,139
502 Other Nonprofit Organizations	0	862	32,471	33,333
503 Business Associations	0	12,354	44,159	56,513
504 Labor and Civic Organizations	0	139	67,769	67,908
505 Religious Organizations	0	0	121,479	121,479
506 Engineering- Architectural Services	0	1,323,135	8,562	1,331,697
507 Accounting- Auditing and Bookkeep	0	211,005	52,330	263,336
508 Management and Consulting Service	0	165,675	15,425	181,100
512 Other State and Local Govt Enterpris	0	48,558	243,008	291,566
513 U.S. Postal Service	0	87,756	55,277	143,033
525 Domestic Services	0	0	39,685	39,685
Total	\$65,800,000	\$11,460,390	\$14,838,666	\$92,099,056

NOTES:

Direct output is impact of initial direct spending on airport construction.

Indirect output is impact of spending by suppliers of goods and services for airport construction.

Induced output is impact of spending by employees of construction firms and spending by employees of supplier firms.

Total output is combined sum of initial direct spending, indirect spending and induced spending.

Branson Regional Airport

Earnings Impact – Construction 100% Local

<u>Industry</u>	<u>Direct*</u>	<u>Indirect*</u>	<u>Induced*</u>	<u>Total*</u>
1 Dairy Farm Products	0	0	48	49
3 Ranch Fed Cattle	0	2	283	285
4 Range Fed Cattle	0	1	93	94
5 Cattle Feedlots	0	1	128	128
7 Hogs- Pigs and Swine	0	0	40	40
9 Miscellaneous Livestock	0	1	826	827
11 Food Grains	0	0	0	0
13 Hay and Pasture	0	114	15	129
14 Grass Seeds	0	163	2	165
16 Fruits	0	0	1,630	1,630
21 Oil Bearing Crops	0	0	1	1
22 Forest Products	0	103	9	113
23 Greenhouse and Nursery Products	0	538	742	1,279
24 Forestry Products	0	0	0	0
26 Agricultural- Forestry- Fishery Serv	0	79	546	624
27 Landscape and Horticultural Services	0	76,957	12,773	89,730
40 Dimension Stone	0	6	13	19
41 Sand and Gravel	0	2	3	5
49 New Industrial and Commercial Buil	19,867,760	0	0	19,867,760
55 Maintenance and Repair- Residential	0	7,159	54,011	61,170
56 Maintenance and Repair Other Facilit	0	88,262	113,485	201,747
59 Sausages and Other Prepared Meats	0	88	17,720	17,808
67 Canned Fruits and Vegetables	0	0	30	30
79 Bread- Cake- and Related Products	0	25	1,431	1,455
93 Wines- Brandy- and Brandy Spirits	0	0	55	55
101 Manufactured Ice	0	0	738	738
124 Apparel Made From Purchased Mater	0	223	17,706	17,929
129 Pleating and Shirting	0	4	752	756
130 Automotive and Apparel Trimmings	0	28	1,574	1,601
132 Fabricated Textile Products- N.E.C.	0	5,450	1,153	6,603
133 Logging Camps and Logging Contrac	0	884	16	899
134 Sawmills and Planing Mills- General	0	7,421	105	7,527
137 Millwork	0	19,882	267	20,148
172 Stationery Products	0	67	35	102
174 Newspapers	0	12,399	12,669	25,068
175 Periodicals	0	1,782	2,777	4,559
178 Miscellaneous Publishing	0	1,422	1,624	3,046
179 Commercial Printing	0	6,627	5,856	12,483
195 Drugs	0	197	75,244	75,441
201 Gum and Wood Chemicals	0	7,438	1,714	9,152
211 Paving Mixtures and Blocks	0	216	394	610
222 Footwear Cut Stock	0	2	157	159
241 Pottery Products- N.E.C	0	110	10	120
242 Concrete Block and Brick	0	231	4	234
243 Concrete Products- N.E.C	0	45	0	46
244 Ready-mixed Concrete	0	1,455	36	1,491
286 Architectural Metal Work	0	1,575	12	1,587
307 Steam Engines and Turbines	0	473	377	850
320 Industrial Patterns	0	5	1	6
321 Special Dies and Tools and Accessori	0	1,311	267	1,579
367 Electric Lamps	0	34	11	45
372 Telephone and Telegraph Apparatus	0	4,172	761	4,934
393 Boat Building and Repairing	0	481	12	493
402 Automatic Temperature Controls	0	21,788	109	21,897
415 Jewelry- Precious Metal	0	1	24	25
420 Games- Toys- and Childrens Vehicle	0	27	47	74
421 Sporting and Athletic Goods- N.E.C.	0	420	287	706
429 Signs and Advenising Displays	0	2,938	1,792	4,730
432 Manufacturing Industries- N.E.C.	0	135	133	268
434 Local- Interurban Passenger Transit	0	8,297	37,063	45,360
435 Motor Freight Transport and Wareho	0	351,205	68,778	419,983
436 Water Transportation	0	3,422	4,850	8,271
437 Air Transportation	0	5,995	8,151	14,146
439 Arrangement Of Passenger Transport	0	2,227	7,540	9,767
440 Transportation Services	0	3,557	1,225	4,782
441 Communications- Except Radio and	0	121,273	103,909	225,182
442 Radio and TV Broadcasting	0	14,520	13,475	27,995

443 Electric Services	0	22,091	93,322	115,414
445 Water Supply and Sewerage Systems	0	1,702	8,081	9,783
446 Sanitary Services and Steam Supply	0	337	138	475
447 Wholesale Trade	0	717,491	213,483	930,974
448 Building Materials & Gardening	0	90,977	48,016	138,993
449 General Merchandise Stores	0	70,807	160,862	231,669
450 Food Stores	0	102,691	285,992	388,684
451 Automotive Dealers & Service Station	0	435,347	216,611	651,958
452 Apparel & Accessory Stores	0	48,776	74,691	123,467
453 Furniture & Home Furnishings Stores	0	84,669	92,136	176,805
454 Eating & Drinking	0	26,043	362,876	388,919
455 Miscellaneous Retail	0	310,265	309,586	619,851
456 Banking	0	108,511	115,866	224,376
457 Credit Agencies	0	3,035	2,271	5,307
458 Security and Commodity Brokers	0	11,054	17,478	28,532
459 Insurance Carriers	0	11,909	25,521	37,430
460 Insurance Agents and Brokers	0	5,058	10,839	15,897
462 Real Estate	0	62,179	163,822	226,001
463 Hotels and Lodging Places	0	48,854	79,335	128,189
464 Laundry- Cleaning and Shoe Repair	0	7,563	27,894	35,457
465 Portrait and Photographic Studios	0	559	14,400	14,958
466 Beauty and Barber Shops	0	0	47,905	47,905
467 Funeral Service and Crematories	0	0	5,757	5,757
468 Miscellaneous Personal Services	0	574	14,784	15,358
469 Advertising	0	16,745	13,594	30,340
470 Other Business Services	0	143,530	55,140	198,670
471 Photofinishing- Commercial Photograph	0	6,422	10,937	17,359
472 Services To Buildings	0	21,015	26,689	47,704
473 Equipment Rental and Leasing	0	83,672	7,639	91,311
474 Personnel Supply Services	0	87,193	14,941	102,134
475 Computer and Data Processing Servi	0	57,565	31,558	89,124
476 Detective and Protective Services	0	19,114	5,196	24,310
477 Automobile Rental and Leasing	0	12,239	3,698	15,938
478 Automobile Parking and Car Wash	0	407	3,724	4,131
479 Automobile Repair and Services	0	34,110	62,094	96,204
480 Electrical Repair Service	0	1,769	4,599	6,368
481 Watch- Clock- Jewelry and Furniture	0	8	2,868	2,876
482 Miscellaneous Repair Shops	0	7,686	2,326	10,011
483 Motion Pictures	0	9,521	23,400	32,921
484 Theatrical Producers- Bands Etc.	0	3,927	14,474	18,401
485 Bowling Alleys and Pool Halls	0	1	2,022	2,024
488 Amusement and Recreation Services	0	0	63,814	63,814
489 Membership Sports and Recreation C	0	2,351	20,337	22,687
490 Doctors and Dentists	0	0	516,003	516,003
491 Nursing and Protective Care	0	0	143,693	143,693
492 Hospitals	0	627	709,918	710,545
493 Other Medical and Health Services	0	75	132,998	133,073
494 Legal Services	0	39,790	47,601	87,391
495 Elementary and Secondary Schools	0	0	2,299	2,299
496 Colleges- Universities- Schools	0	1,845	131,242	133,087
497 Other Educational Services	0	358	24,210	24,568
498 Job Trainings & Related Services	0	185	5,009	5,194
499 Child Day Care Services	0	0	16,171	16,171
500 Social Services- N.E.C.	0	0	33,523	33,523
501 Residential Care	0	0	40,479	40,479
502 Other Nonprofit Organizations	0	507	19,087	19,593
503 Business Associations	0	8,851	31,636	40,487
504 Labor and Civic Organizations	0	135	65,889	66,024
505 Religious Organizations	0	0	28,697	28,697
506 Engineering- Architectural Services	0	405,949	2,627	408,576
507 Accounting- Auditing and Bookkeep	0	146,705	36,384	183,089
508 Management and Consulting Service	0	64,356	5,992	70,347
512 Other State and Local Govt Enterpris	0	9,952	49,803	59,755
513 U.S. Postal Service	0	64,991	40,938	105,930
525 Domestic Services	0	0	39,685	39,685
Total	\$19,867,760	\$4,205,330	\$5,460,137	\$29,533,226

NOTES:

Direct earnings result from initial direct spending on airport construction.

Indirect earnings result from spending by suppliers of goods and services for airport construction.

Induced earnings result from spending by employees of construction firms and spending by employees of supplier firms.

Total earnings are sum of direct earnings, indirect earnings and induced earnings.

Branson Regional Airport

Employment Impact – Construction 100% Local

<u>Industry</u>	<u>Direct*</u>	<u>Indirect*</u>	<u>Induced*</u>	<u>Total*</u>
1 Dairy Farm Products	0.0	0.0	0.0	0.0
3 Ranch Fed Cattle	0.0	0.0	0.1	0.1
4 Range Fed Cattle	0.0	0.0	0.0	0.0
5 Cattle Feedlots	0.0	0.0	0.0	0.0
7 Hogs- Pigs and Swine	0.0	0.0	0.0	0.0
9 Miscellaneous Livestock	0.0	0.0	0.3	0.3
11 Food Grains	0.0	0.0	0.0	0.0
13 Hay and Pasture	0.0	0.3	0.0	0.3
14 Grass Seeds	0.0	0.7	0.0	0.7
16 Fruits	0.0	0.0	0.1	0.1
21 Oil Bearing Crops	0.0	0.0	0.0	0.0
22 Forest Products	0.0	0.1	0.0	0.1
23 Greenhouse and Nursery Products	0.0	0.0	0.0	0.1
24 Forestry Products	0.0	0.0	0.0	0.0
26 Agricultural- Forestry- Fishery Service	0.0	0.0	0.0	0.1
27 Landscape and Horticultural Services	0.0	6.3	1.0	7.3
40 Dimension Stone	0.0	0.0	0.0	0.0
41 Sand and Gravel	0.0	0.0	0.0	0.0
49 New Industrial and Commercial Build	609.6	0.0	0.0	609.6
55 Maintenance and Repair- Residential	0.0	0.3	1.9	2.2
56 Maintenance and Repair Other Facility	0.0	2.7	3.5	6.3
59 Sausages and Other Prepared Meats	0.0	0.0	0.6	0.6
67 Canned Fruits and Vegetables	0.0	0.0	0.0	0.0
79 Bread- Cakes and Related Products	0.0	0.0	0.1	0.1
93 Wines- Brandy- and Brandy Spirits	0.0	0.0	0.0	0.0
101 Manufactured Ice	0.0	0.0	0.1	0.1
124 Apparel Made From Purchased Mater	0.0	0.0	1.3	1.4
129 Pleating and Stitching	0.0	0.0	0.0	0.0
130 Automotive and Apparel Trimmings	0.0	0.0	0.0	0.0
132 Fabricated Textile Products- N.E.C	0.0	0.2	0.0	0.2
133 Logging Camps and Logging Contract	0.0	0.1	0.0	0.1
134 Sawmills and Planing Mills- General	0.0	0.6	0.0	0.6
137 Millwork	0.0	1.0	0.0	1.0
172 Stationery Products	0.0	0.0	0.0	0.0
174 Newspapers	0.0	0.4	0.4	0.8
175 Periodicals	0.0	0.0	0.1	0.1
178 Miscellaneous Publishing	0.0	0.0	0.0	0.1
179 Commercial Printing	0.0	0.2	0.2	0.4
195 Drugs	0.0	0.0	1.0	1.0
201 Gum and Wood Chemicals	0.0	0.3	0.1	0.4
211 Paving Mixtures and Blocks	0.0	0.0	0.0	0.0
222 Footwear Cut Stock	0.0	0.0	0.0	0.0
241 Pottery Products- N.E.C	0.0	0.0	0.0	0.0
242 Concrete Block and Brick	0.0	0.0	0.0	0.0
243 Concrete Products- N.E.C	0.0	0.0	0.0	0.0
244 Ready-mixed Concrete	0.0	0.0	0.0	0.0
286 Architectural Metal Work	0.0	0.1	0.0	0.1
307 Steam Engines and Turbines	0.0	0.0	0.0	0.0
320 Industrial Patterns	0.0	0.0	0.0	0.0
321 Special Dies and Tools and Accessories	0.0	0.0	0.0	0.1
367 Electric Lamps	0.0	0.0	0.0	0.0
372 Telephone and Telegraph Apparatus	0.0	0.2	0.0	0.3
393 Boat Building and Repairing	0.0	0.0	0.0	0.0
402 Automatic Temperature Controls	0.0	2.7	0.0	2.7
415 Jewelry- Precious Metal	0.0	0.0	0.0	0.0
420 Games- Toys- and Childrens Vehicle	0.0	0.0	0.0	0.0
421 Sporting and Athletic Goods- N.E.C.	0.0	0.0	0.0	0.0
429 Signs and Advertising Displays	0.0	0.1	0.1	0.2
432 Manufacturing Industries- N.E.C.	0.0	0.0	0.0	0.0
434 Local- Interurban Passenger Transit	0.0	0.5	2.2	2.6
435 Motor Freight Transport and Wareho	0.0	12.9	2.5	15.4
436 Water Transportation	0.0	0.2	0.3	0.4
437 Air Transportation	0.0	0.2	0.3	0.6
439 Arrangement Of Passenger Transport	0.0	0.1	0.3	0.4
440 Transportation Services	0.0	0.2	0.1	0.3
441 Communications- Except Radio and	0.0	2.2	1.9	4.0
442 Radio and TV Broadcasting	0.0	0.4	0.4	0.8

443 Electric Services	0.0	0.4	1.7	2.1
445 Water Supply and Sewerage Systems	0.0	0.1	0.3	0.4
446 Sanitary Services and Steam Supply	0.0	0.0	0.0	0.1
447 Wholesale Trade	0.0	20.7	6.2	26.9
448 Building Materials & Gardening	0.0	3.7	2.0	5.7
449 General Merchandise Stores	0.0	4.8	10.9	15.7
450 Food Stores	0.0	5.0	13.9	18.9
451 Automotive Dealers & Service Statio	0.0	17.1	8.5	25.6
452 Apparel & Accessory Stores	0.0	3.8	5.8	9.6
453 Furniture & Home Furnishings Stores	0.0	5.2	5.7	10.9
454 Eating & Drinking	0.0	1.6	22.7	24.3
455 Miscellaneous Retail	0.0	19.1	19.1	38.2
456 Banking	0.0	3.9	4.2	8.1
457 Credit Agencies	0.0	0.1	0.0	0.1
458 Security and Commodity Brokers	0.0	0.1	0.2	0.3
459 Insurance Carriers	0.0	0.4	0.9	1.3
460 Insurance Agents and Brokers	0.0	0.2	0.3	0.5
462 Real Estate	0.0	3.9	10.4	14.3
463 Hotels and Lodging Places	0.0	2.4	4.0	6.4
464 Laundry- Cleaning and Shoe Repair	0.0	0.6	2.3	2.9
465 Portrait and Photographic Studios	0.0	0.0	1.2	1.2
466 Beauty and Barber Shops	0.0	0.0	3.6	3.6
467 Funeral Service and Crematories	0.0	0.0	0.2	0.2
468 Miscellaneous Personal Services	0.0	0.0	1.0	1.0
469 Advertising	0.0	0.4	0.4	0.8
470 Other Business Services	0.0	5.3	2.1	7.4
471 Photofinishing- Commercial Photogr	0.0	0.3	0.5	0.8
472 Services To Buildings	0.0	1.2	1.5	2.7
473 Equipment Rental and Leasing	0.0	1.7	0.2	1.8
474 Personnel Supply Services	0.0	5.1	0.9	6.0
475 Computer and Data Processing Servi	0.0	1.5	0.8	2.3
476 Detective and Protective Services	0.0	1.3	0.4	1.6
477 Automobile Rental and Leasing	0.0	0.7	0.2	0.8
478 Automobile Parking and Car Wash	0.0	0.0	0.2	0.3
479 Automobile Repair and Services	0.0	1.5	2.7	4.2
480 Electrical Repair Service	0.0	0.1	0.3	0.4
481 Watch- Clock- Jewelry and Furniture	0.0	0.0	0.2	0.2
482 Miscellaneous Repair Shops	0.0	0.4	0.1	0.6
483 Motion Pictures	0.0	0.6	1.4	2.0
484 Theatrical Producers- Bands Etc.	0.0	0.2	0.7	0.9
485 Bowling Alleys and Pool Halls	0.0	0.0	0.4	0.4
488 Amusement and Recreation Services-	0.0	0.0	6.3	6.3
489 Membership Sports and Recreation C	0.0	0.2	1.6	1.8
490 Doctors and Dentists	0.0	0.0	10.1	10.1
491 Nursing and Protective Care	0.0	0.0	8.0	8.0
492 Hospitals	0.0	0.0	18.1	18.1
493 Other Medical and Health Services	0.0	0.0	5.8	5.8
494 Legal Services	0.0	0.8	1.0	1.9
495 Elementary and Secondary Schools	0.0	0.0	0.1	0.1
496 Colleges- Universities- Schools	0.0	0.1	4.9	5.0
497 Other Educational Services	0.0	0.0	1.0	1.0
498 Job Trainings & Related Services	0.0	0.0	0.2	0.2
499 Child Day Care Services	0.0	0.0	1.3	1.3
500 Social Services- N.E.C.	0.0	0.0	1.3	1.3
501 Residential Care	0.0	0.0	2.5	2.5
502 Other Nonprofit Organizations	0.0	0.0	1.4	1.4
503 Business Associations	0.0	0.3	1.2	1.6
504 Labor and Civic Organizations	0.0	0.0	5.9	5.9
505 Religious Organizations	0.0	0.0	0.8	0.8
506 Engineering- Architectural Services	0.0	19.5	0.1	19.6
507 Accounting- Auditing and Bookkeep	0.0	14.6	3.6	18.2
508 Management and Consulting Service	0.0	2.4	0.2	2.6
512 Other State and Local Govt Enterpris	0.0	0.3	1.4	1.7
513 U.S. Postal Service	0.0	1.3	0.8	2.2
525 Domestic Services	0.0	0.0	4.5	4.5
Total	609.6	186.5	239.6	1,035.7

NOTES:

Direct employment results from initial direct spending on airport construction.

Indirect employment results from spending by suppliers of goods and services for airport construction.

Induced employment results from spending by employees of construction firms and spending by employees of suppliers.

Total employment is sum of direct employment, indirect employment, and induced employment.



DECEMBER– 2010

CEO'S REPORT



Branson Airport , LLC
Fly Branson Travel, LLC
dba Branson AirExpress

BRANSON
AirExpress



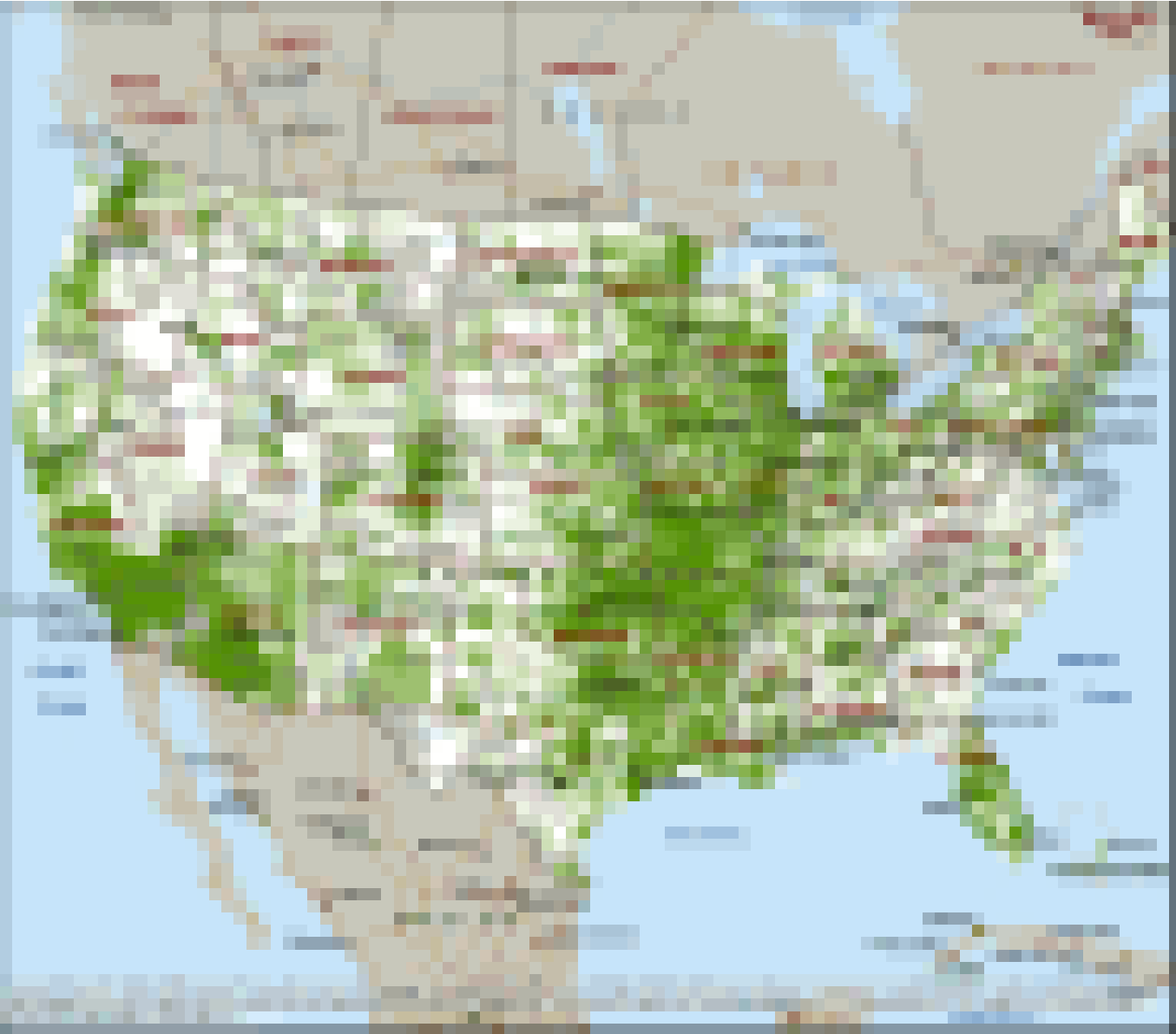
The Idea!!!



Branson's Appeal

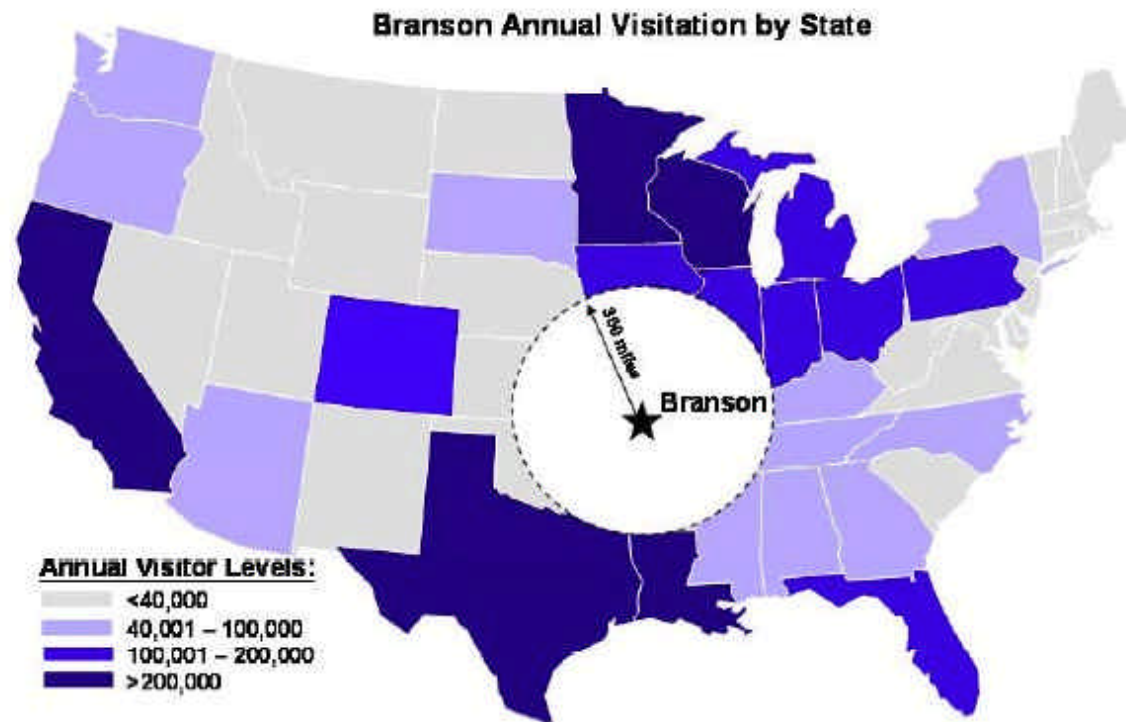
There are many reasons why visitors are attracted to the Branson experience





Approximately 8mm annual visitors

BRANSON ANNUAL VISITATION BY STATE



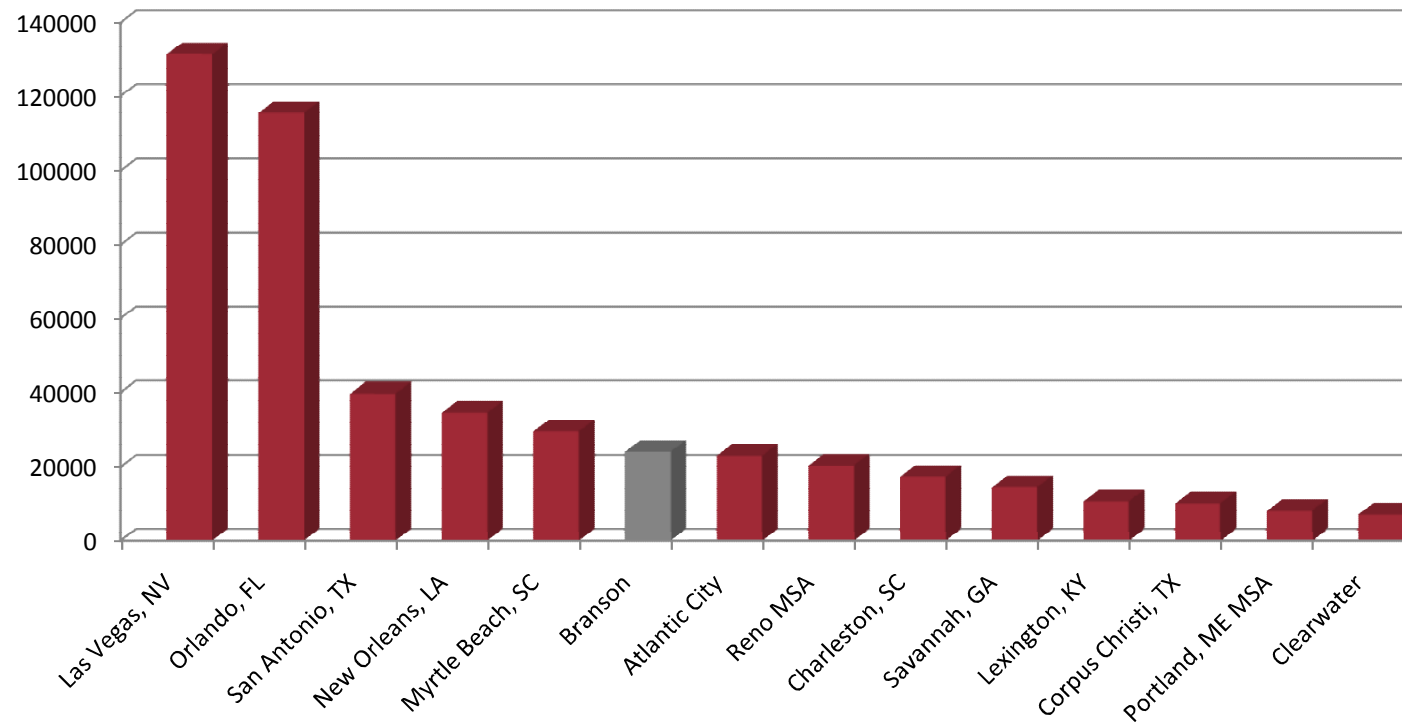
**60% of Branson's Visitors come from
Over 300 Miles.**

Hotel Comparison

7.5mm visitors ties closely to Branson's number of hotel rooms – 24,000

- Data below does not include Branson's 8,000 condos and time-shares

Current Hotel Rooms for Peer Cities



Hotel Comparison – Smith Travel Research

	Current Month - July 2010 vs July 2009											
	Occ %		ADR		RevPAR		Percent Change from July 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Branson	68.6	64.9	85.73	84.20	58.85	54.64	5.8	1.8	7.7	7.7	-0.0	5.8
Charleston, SC	76.9	69.5	110.33	106.06	84.81	73.73	10.6	4.0	15.0	17.5	2.1	12.9
Portland, ME MSA	78.1	69.5	115.25	114.30	89.96	79.49	12.2	0.8	13.2	13.2	-0.0	12.2
Savannah, GA	69.8	65.5	86.53	86.28	60.44	56.49	6.7	0.3	7.0	10.9	3.7	10.6
Myrtle Beach, SC	87.2	79.4	137.41	128.65	119.76	102.20	9.7	6.8	17.2	17.0	-0.2	9.5
Atlantic City	68.5	60.9	129.92	123.67	89.01	75.31	12.5	5.0	18.2	18.2	0.0	12.5
Lexington, KY	70.1	63.7	78.18	77.13	54.77	49.17	9.9	1.4	11.4	11.1	-0.3	9.6
Clearwater	58.7	58.8	98.10	98.74	57.55	58.03	-0.2	-0.7	-0.8	2.6	3.5	3.3
Corpus Christi, TX	66.9	69.1	97.42	97.36	65.18	67.26	-3.2	0.1	-3.1	-3.1	0.0	-3.1
New Orleans, LA	72.6	64.2	107.15	102.72	77.83	65.98	13.1	4.3	18.0	19.7	1.5	14.8
San Antonio, TX	75.3	73.0	97.93	95.61	73.75	69.79	3.2	2.4	5.7	14.9	8.7	12.1
Reno MSA	58.5	52.1	113.45	113.03	66.37	58.88	12.3	0.4	12.7	13.8	1.0	13.4

July 2010-Extras		
Room Demand		Enplanements
2010	% Change	
357968	5.8%	Possibilities???
419856	12.9%	1,095,038
194630	12.2%	871,291
323664	10.6%	799,066
798162	9.5%	704,771
487983	12.5%	525,121
228817	9.6%	450,464
134119	3.3%	381,029
208413	-3.1%	349,383
790535	14.8%	3,916,746
1000028	12.1%	3,791,928
372258	13.4%	1,828,818

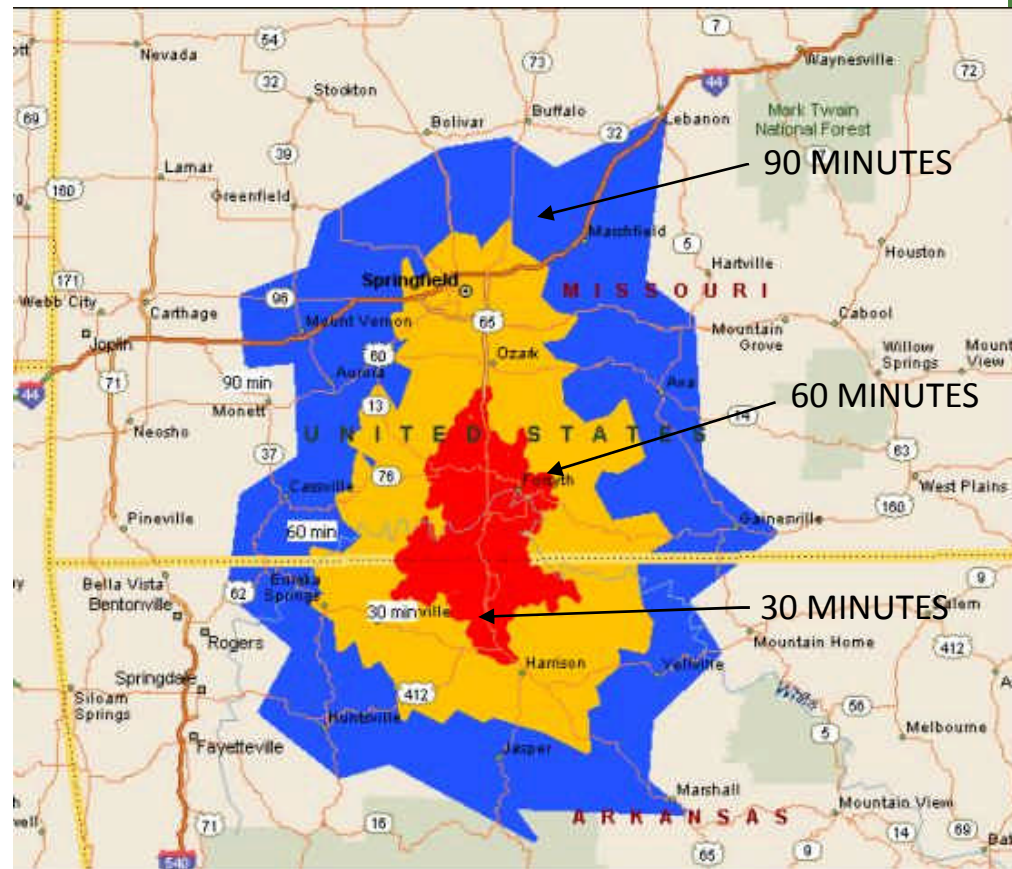
Branson Demographics

Approximately 1 million people live within a 90-minute drive of Branson

Drive Time Zones To/From Branson

Population by Time Zone:

- 120,000 within 30 minutes
- 520,000 within 60 minutes
- 1 million within 90 minutes





Challenges !!!

- **The First Privately Developed & Operated Commercial Airport in the United States**
- **The First Non Replacement Airport 35 years**
- **Attract Low Cost Air Service**
- **Develop Credible Business Model**
- **Finance The Project**
- **Build & Certify It to Federal Standards!!!**

How Are We Doing???





How Are We Doing ???

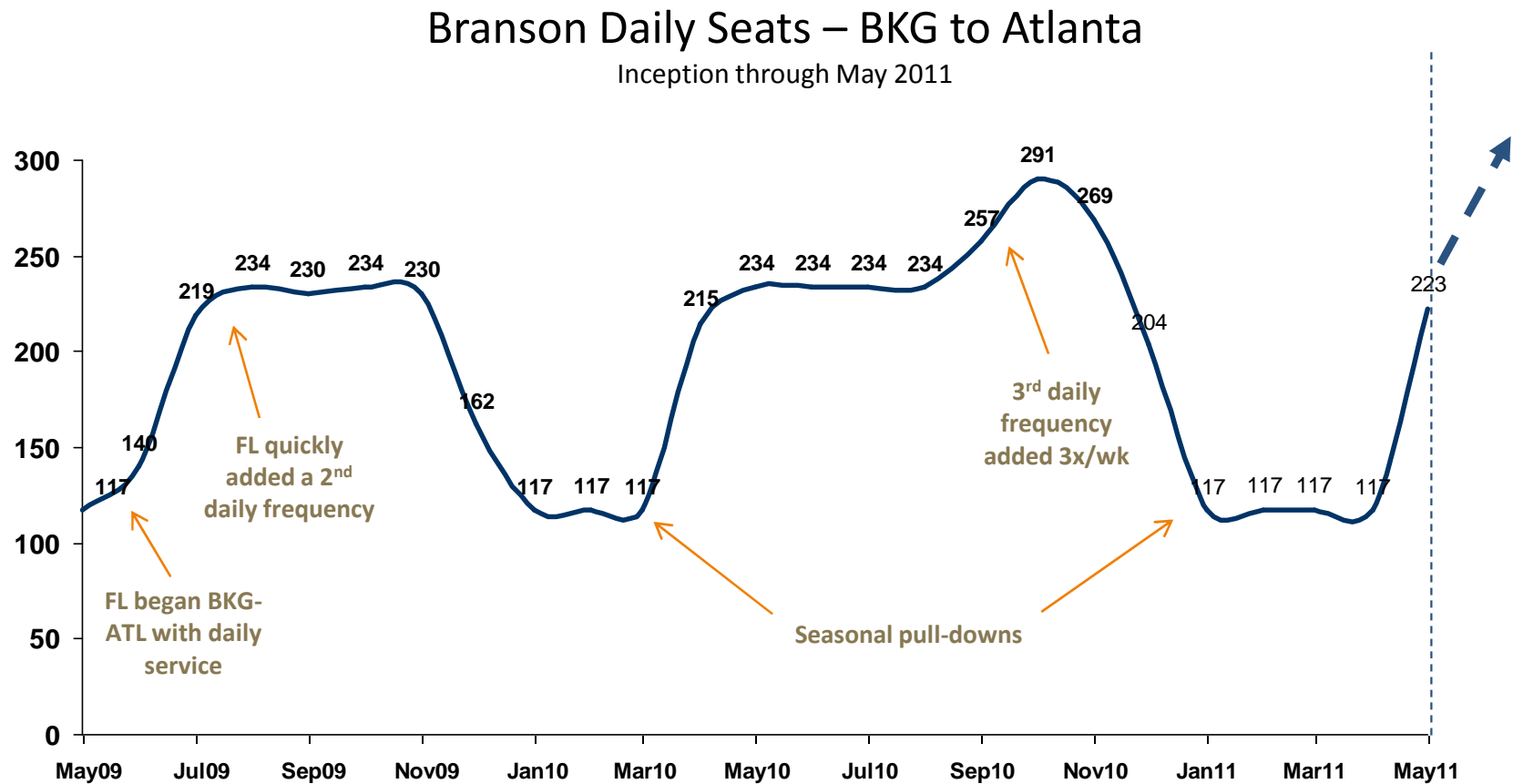
- **We Raised The Money**
- **Built the Airport on Time and on Budget**
- **Certified it to FAA, TSA and other Federal Standards**
- **We Opened for Business May 11, 2009 in One of the Worst Economic Environments this Country Has Seen Since the Great Depression**

Current Air Service



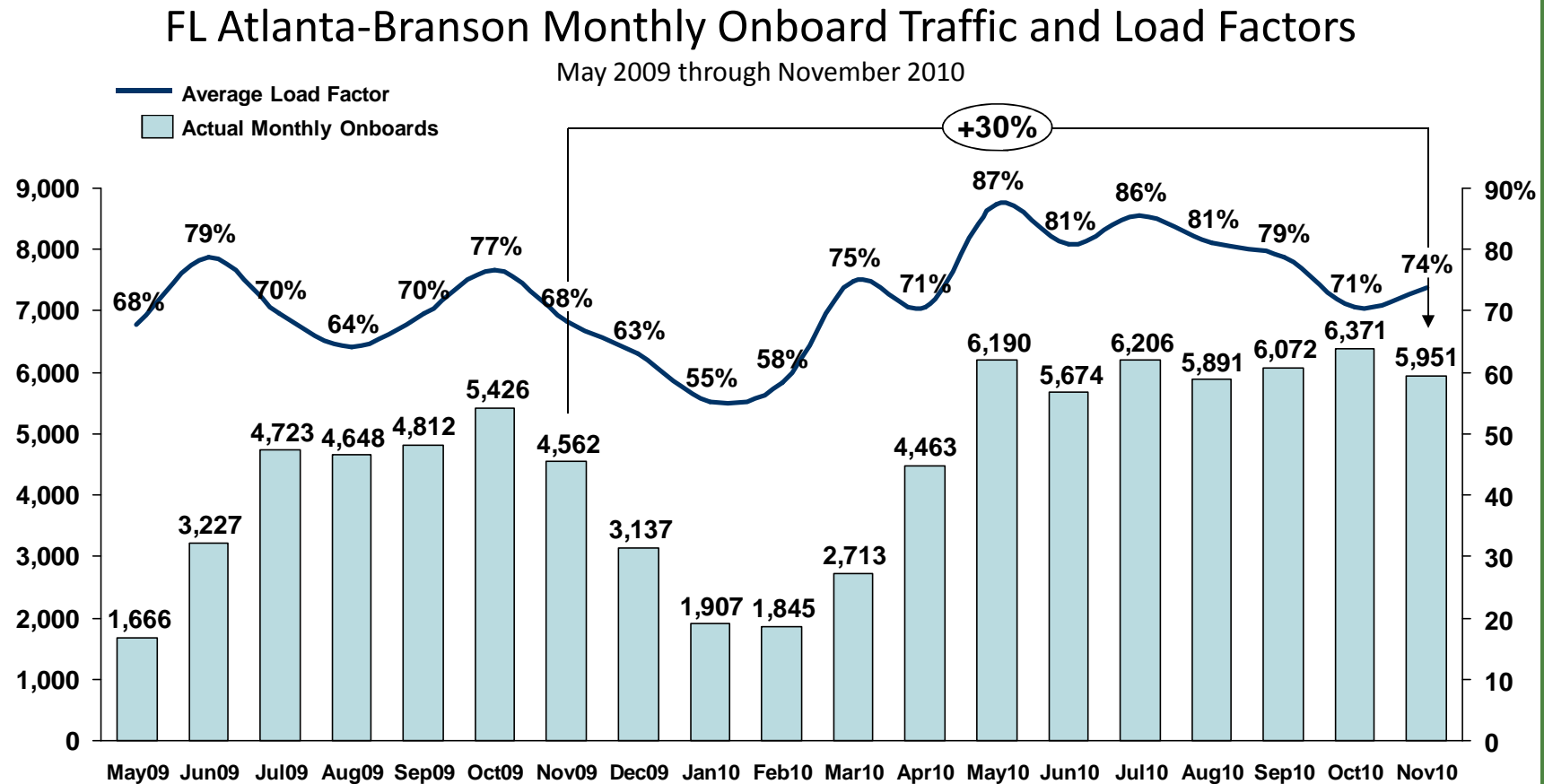
Branson Capacity – BKG to ATL

FL continues to increase ATL capacity adding a 3rd trip during the Fall '10...



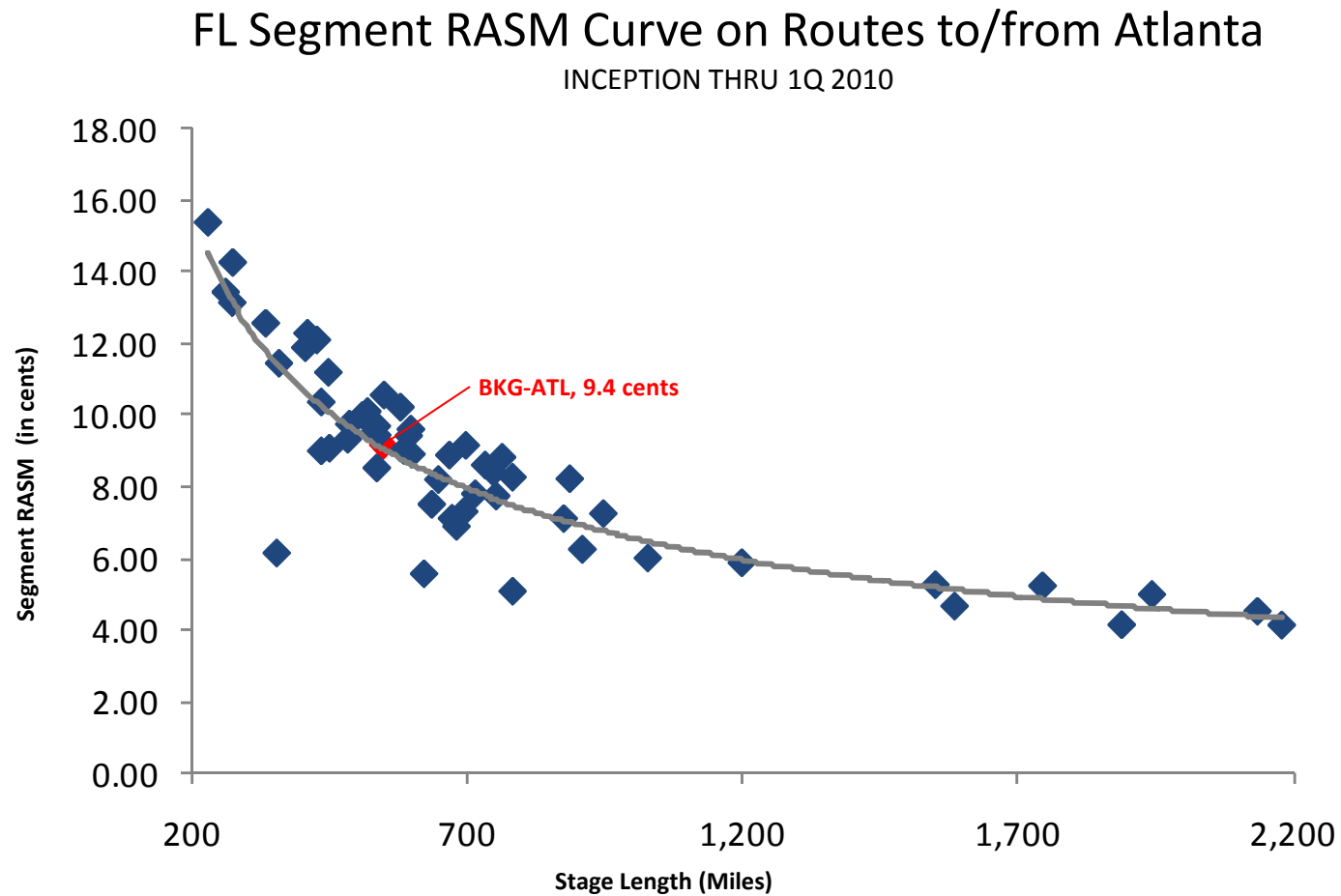
Branson Monthly Traffic – BKG to ATL

...Mainly as a result of ATL-BKG traffic increases in 2010 versus 2009



Branson RASM – FL in ATL

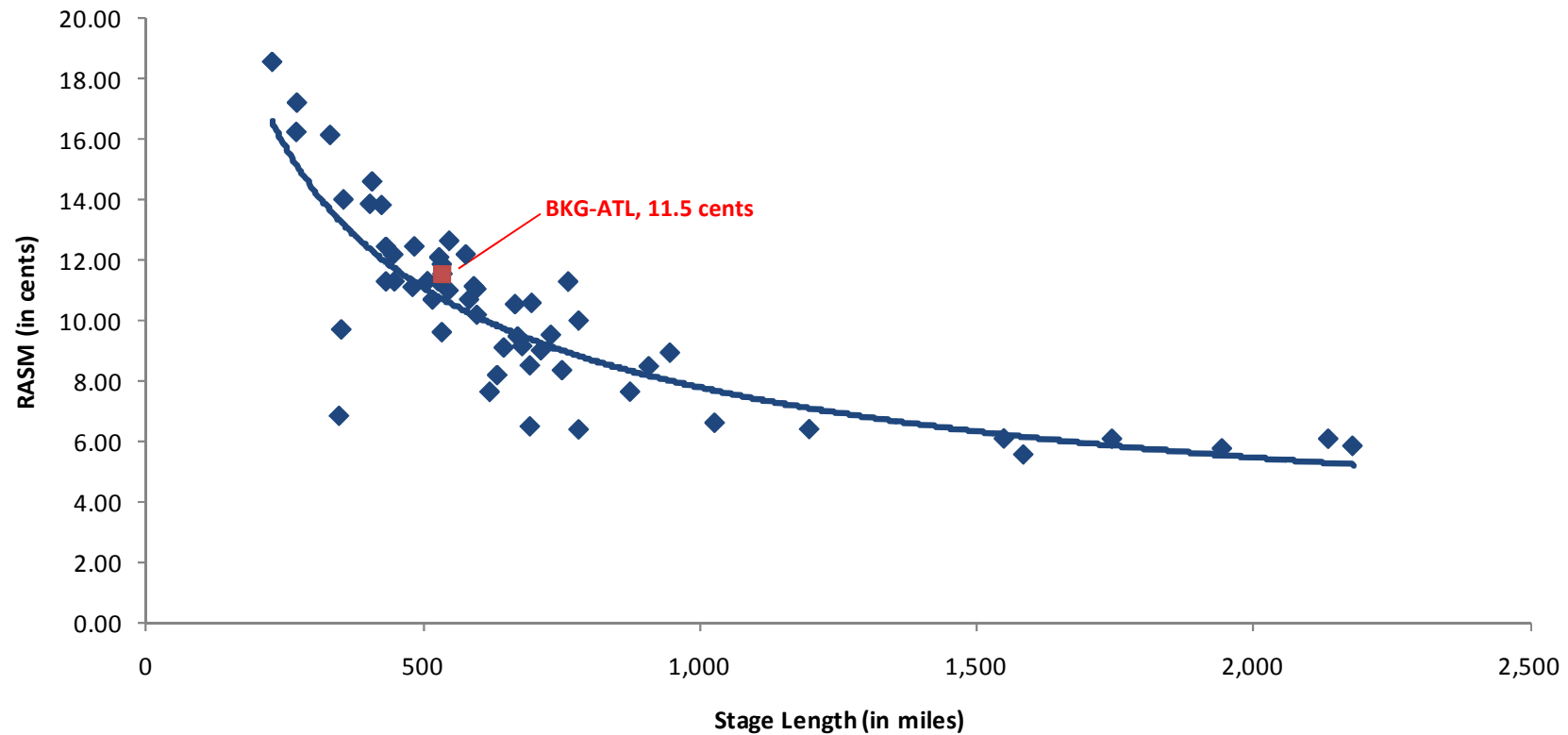
Branson produced a RASM in line with similar FL ATL routes...



Branson RASM – FL in ATL

Branson produced a RASM in line with similar FL ATL routes...

FL Segment RASM Curve on Routes to/from Atlanta
2Q 2010



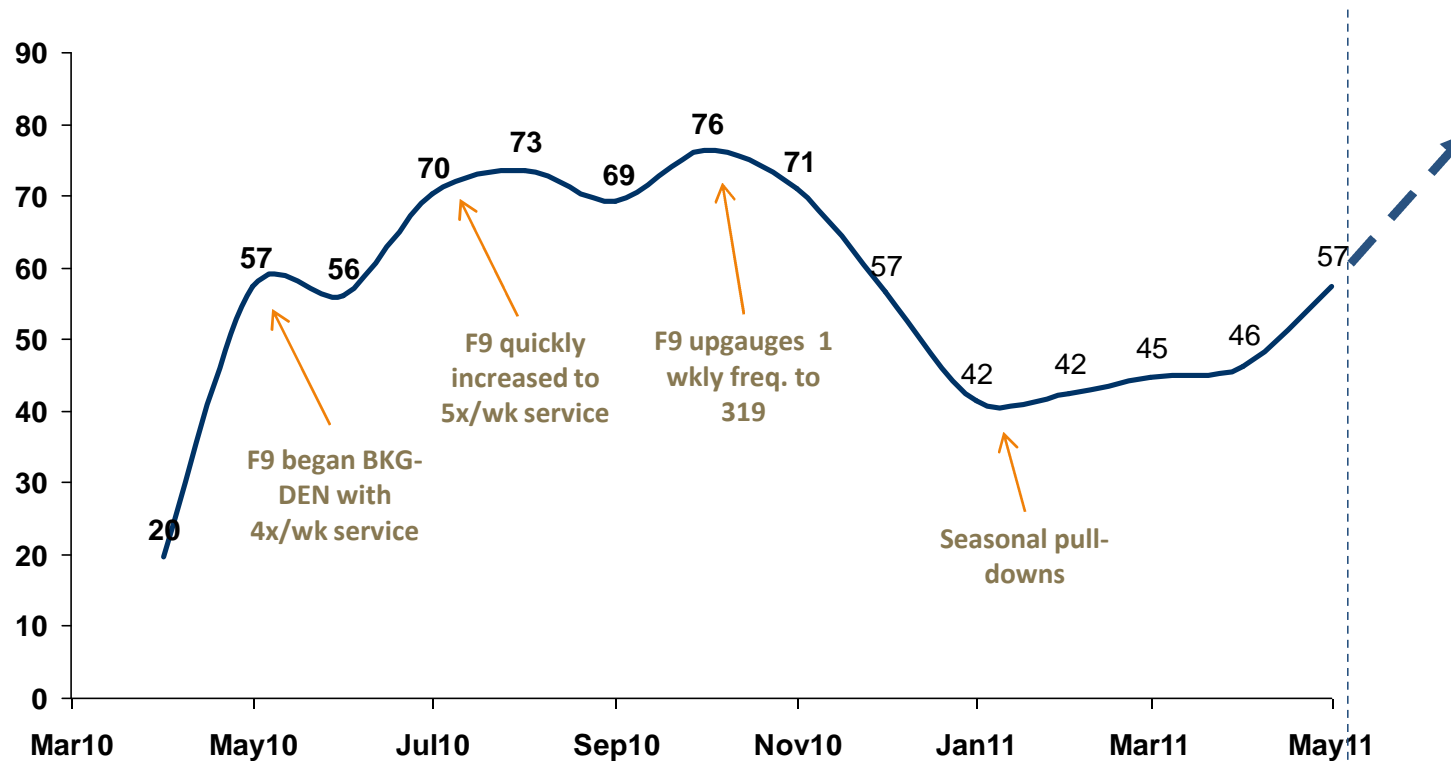
Branson Capacity – BKG to DEN

This has resulted in continued capacity growth on the BKG-DEN route

- Frontier DEN-BKG service began April 20th, 2010 with 4x/week service on its 99-seat E90

Branson Daily Seats – F9 to Denver

Inception through May 2011

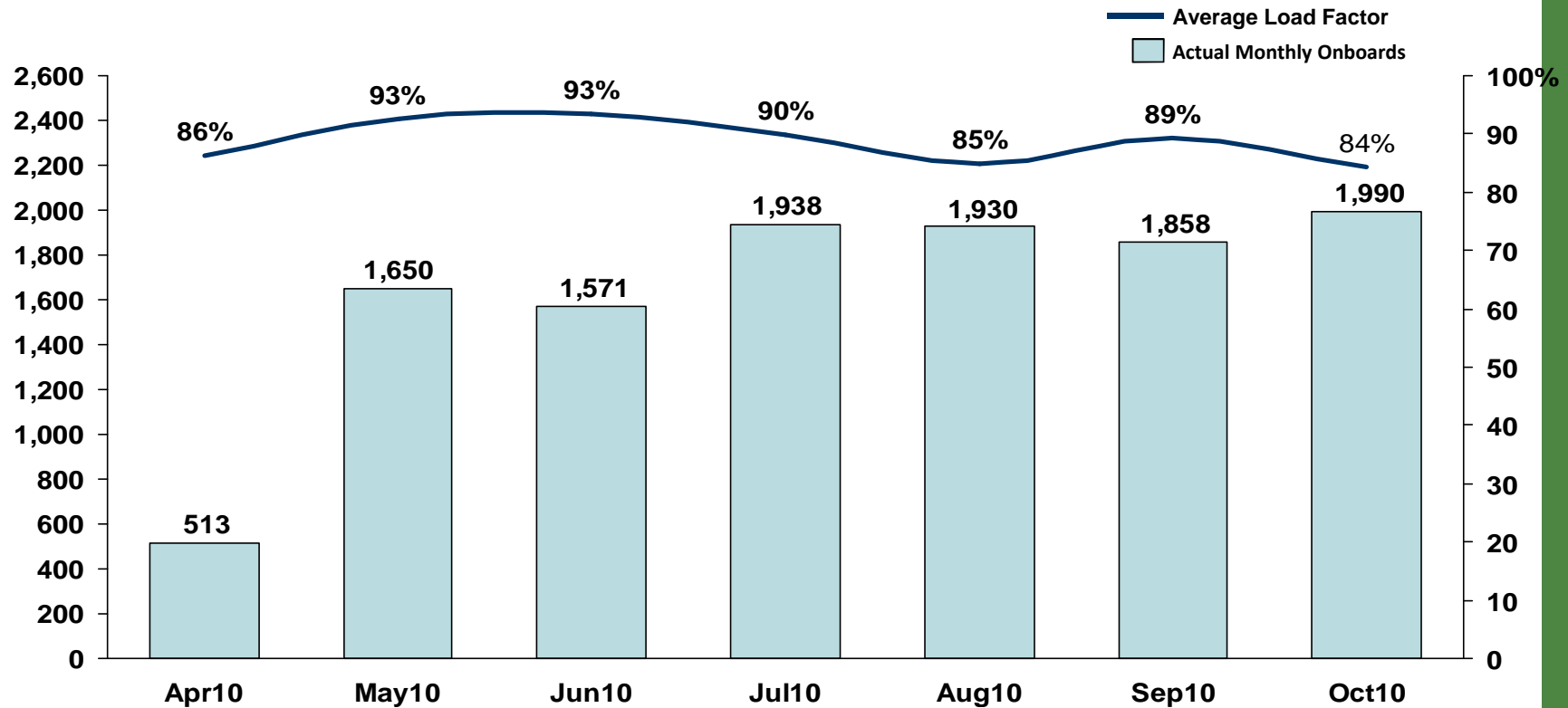


Branson Monthly Traffic – BKG to DEN

Demand for new Frontier DEN service is exceptionally strong...

F9 Denver-Branson Monthly Onboard Traffic and Load Factors

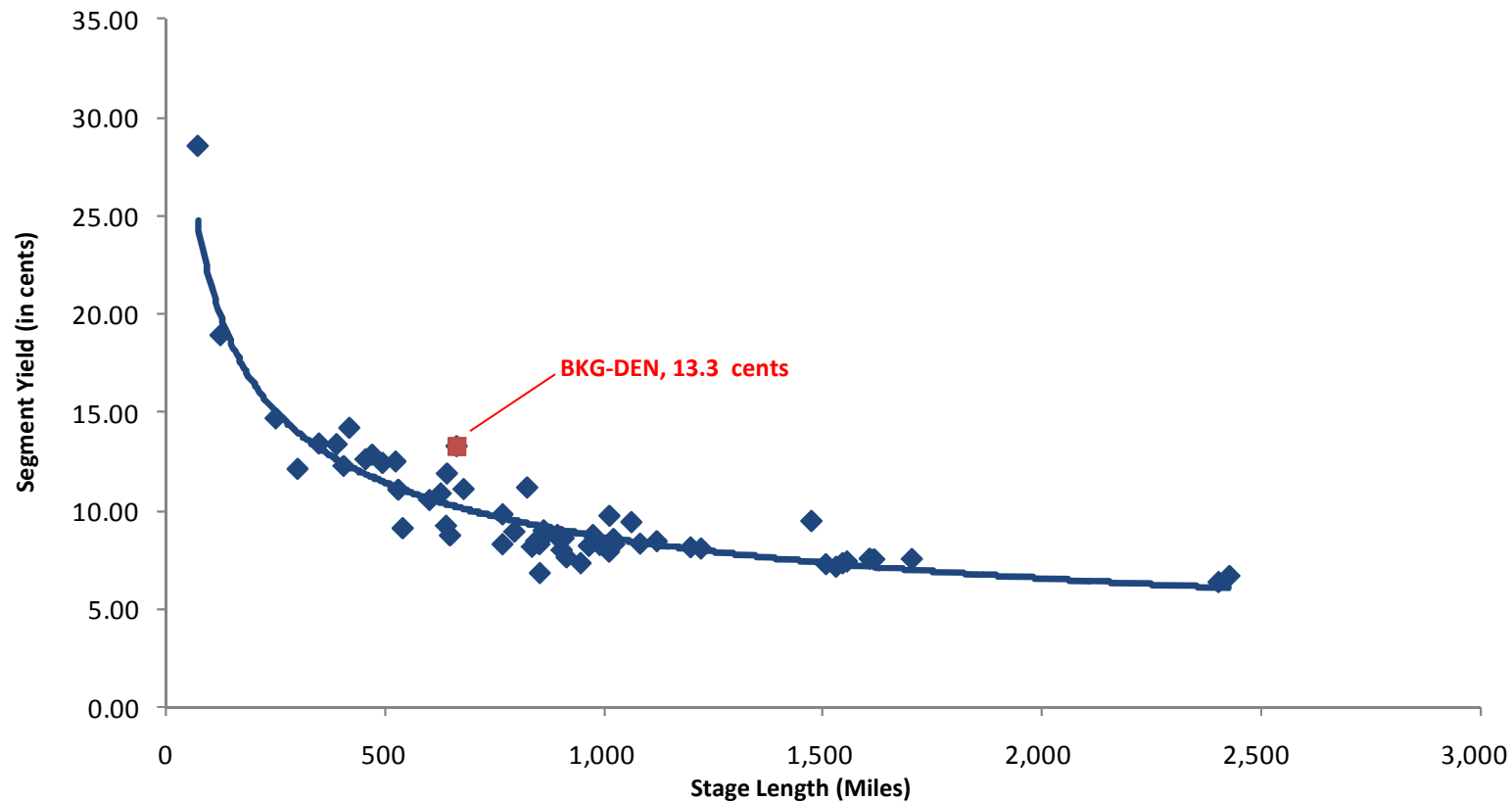
Inception through October 2010



Branson RASM – F9 in DEN

...With a RASM higher than most other F9 routes to/from Denver

F9 Segment RASM Curve on Routes to/from Denver
2Q 2010

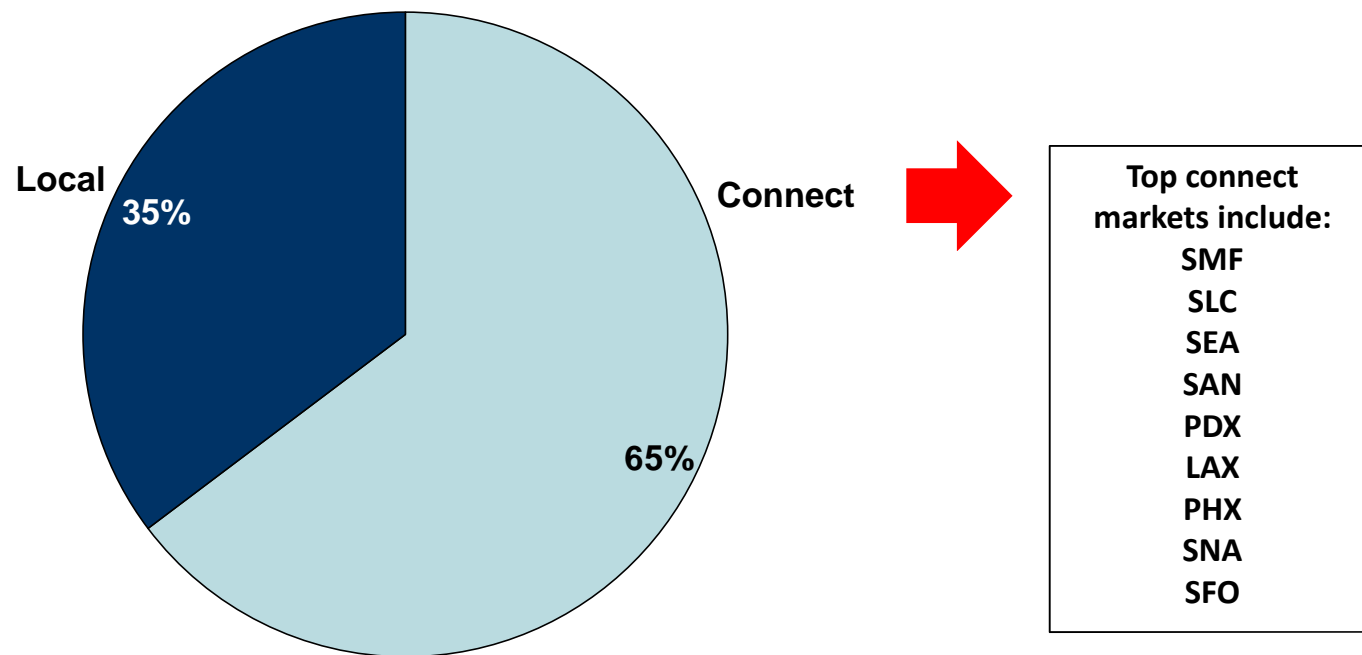


Branson Traffic Mix – BKG to DEN

Given F9's strong network at DEN, 65% of BKG traffic connects further West

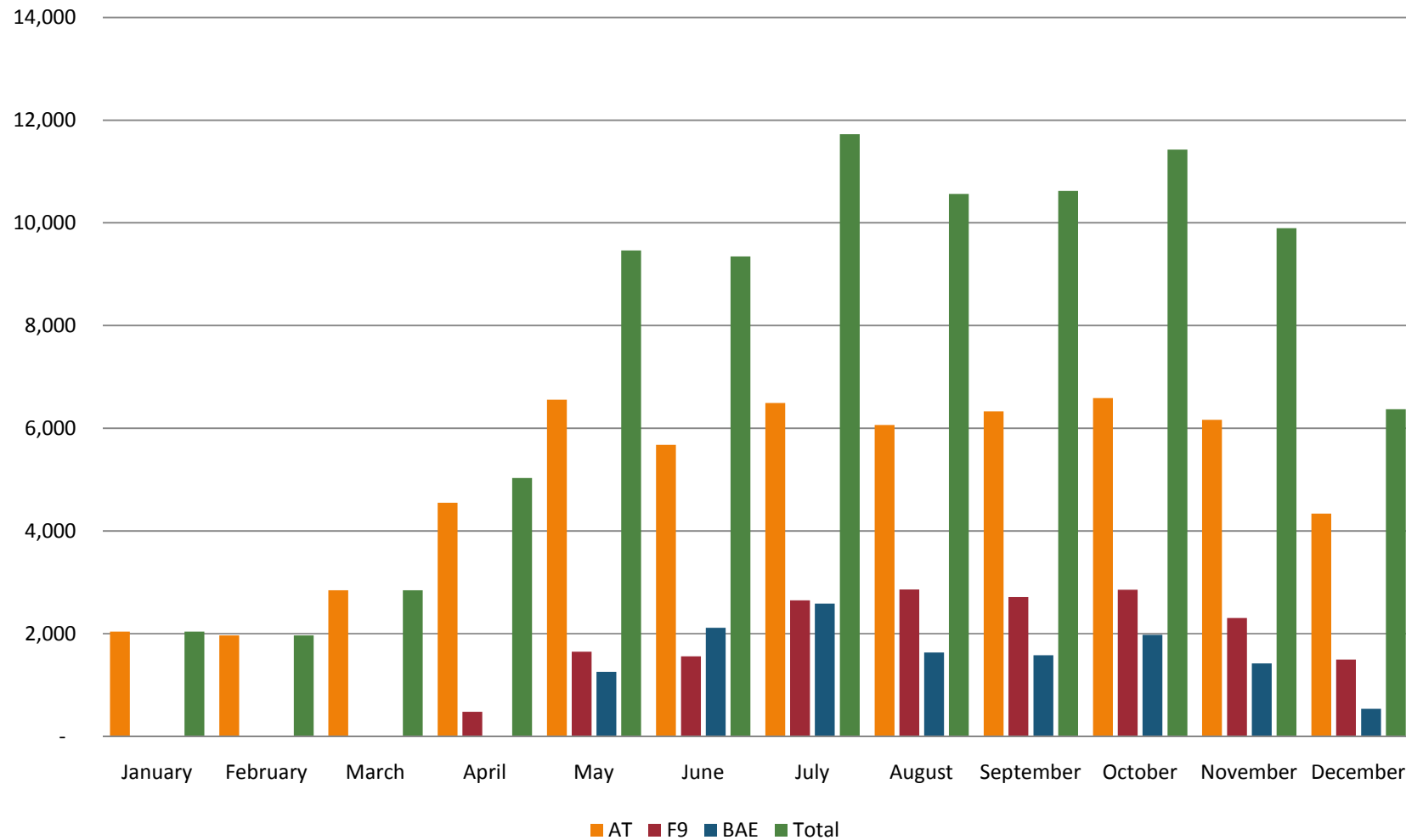
Local versus Connect Traffic – BKG to Denver

Based on all tickets sold through September 6, 2010



ENPLANEMENTS BY MONTH

2010 Rev Pax Enplanements by Month
Yearly Total = 91,292



ENPLANEMENTS - 2010

Atlanta Experience

WHAT HAS HAPPENED IN ATLANTA

	2008	2010	
ATL Visitation Data (Source Jerry Hennery Associates)	29,837	46,715	56% increase
Increase in annual visitation since airport opened		16,878	
ATL Air Visitation (Source US DOT)		11,500	estimated
Additional Stimulation beyond Air Visitors		5,378	



Economic Impact (Study Report)



January 6, 2011
Dr. Lee McPheters
Arizona State University



VISITOR IMPACT PARAMETERS

- **Number of Deplanements (91,732)**
- **Number of Visitors (57,292)**

*** Deplanements and Visitors Are Estimated**



In-Terminal Visitor Survey

Preliminary Only – Not For Distribution

- **840 Responses in Fall 2010**
- **Avg. Party Spending \$1,381**
- **Avg. Party Size 2.2 Persons**
- **26,042 Travel Parties in 2010**
- **Spend: \$35,964,000 (Preliminary)**



Tax Revenue Per Air Visitor

Preliminary Only – Not For Distribution

Source	Per Air Visitor
State Sales Tax	\$26.52
County Sales Tax	11.46
Branson Sales Tax	9.42
Branson TCED Tax	2.10
Branson Tourism Tax	12.84
Total Taxes Per Visitor	\$62.34



Economic Impact – Wages and Salaries

Impact	Payroll	Jobs
Air Visitor Impact	\$16,874,000	741
On- Airport Impact	\$5,747,000	232
Total Impact	\$22,621,000	973

- Source: IMPLAN input-output model based on data from U. S. Bureau of Economic Analysis and Missouri Department of Econ. Development

The Construction Project!

In 2009 We completed a 2 year Construction Project Totaling about \$120 mm

Total Value YTD	\$2,097,639.53
Dec-10	\$99,017.69
Nov-10	\$84,940.14
Oct-10	\$153,260.51
Sep-10	\$423,053.03
Aug-10	\$56,463.63
Jul-10	\$511,877.85
Jun-10	\$94,481.30
May-10	\$85,435.47
Apr-10	\$185,346.33
Mar-10	\$166,502.22
Feb-10	\$182,916.64
Jan-10	\$54,344.72

How many people originated locally?

We had an estimated 91,292 enplanements of which approximately 37.5% originated locally.

34,233 locals used the airport in 2010.

If we saved them on average \$100 per round trip flight this would equal approx \$3.4 mm in savings.

Where To From Here!!!

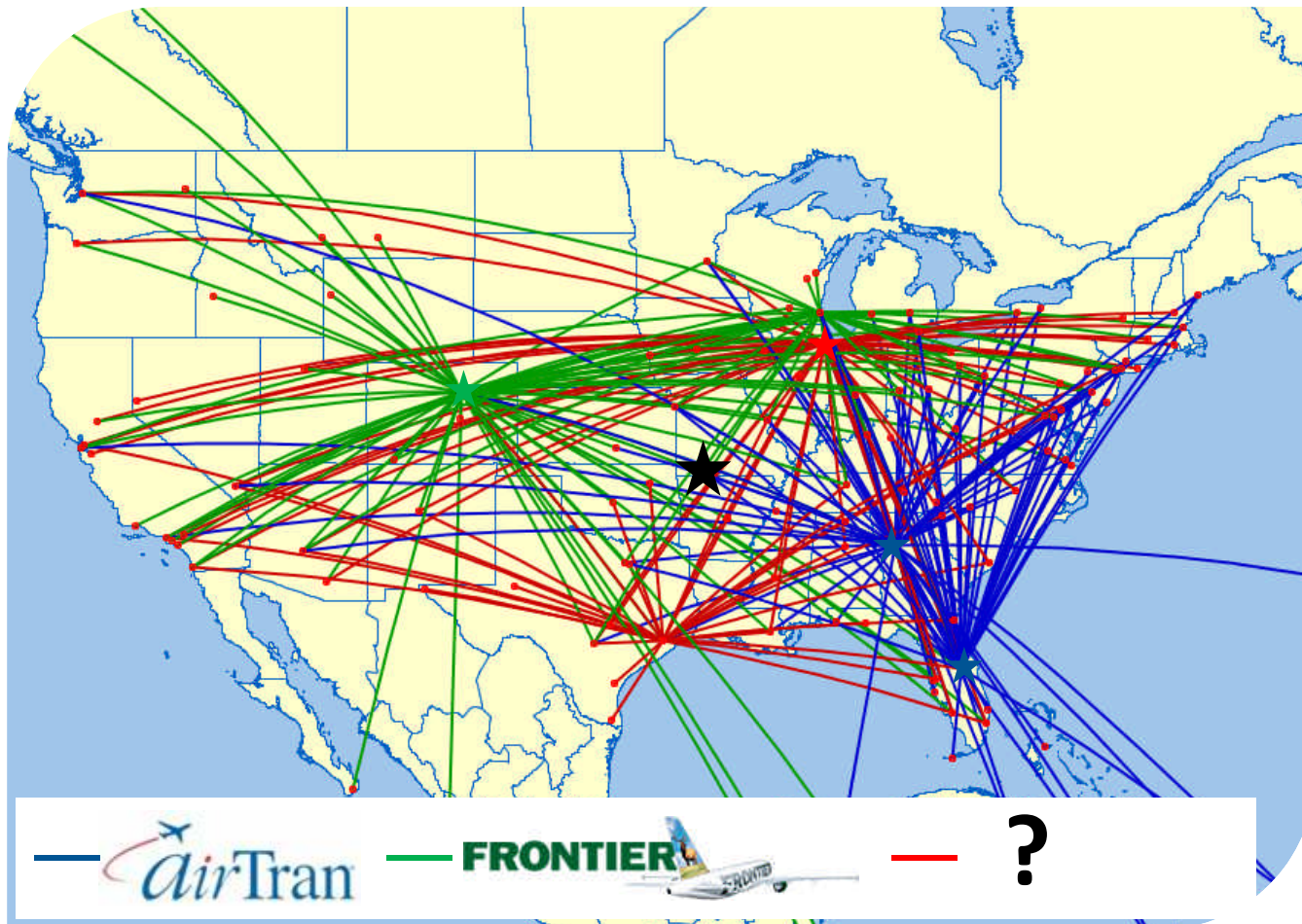


Current Air Service



Flow Analysis

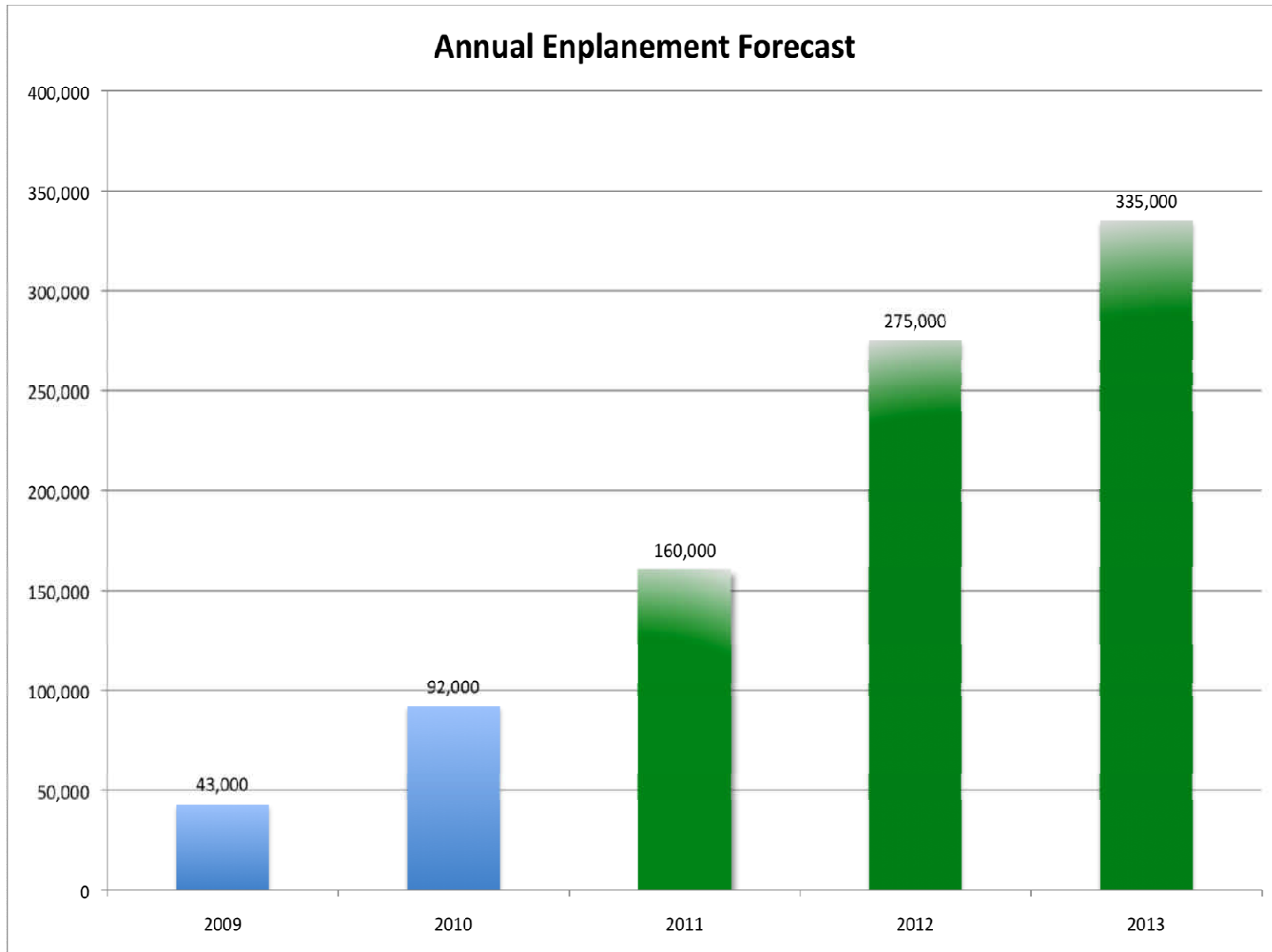
ROUTE MAP





Financial Performance

- **2007 Enplanement Projections Have Not Been Achieved**
- **2007 Revenue Projections Have Not Been Achieved**
- **Revenue Projections Per Passenger Have Been Achieved**





BRANSON AIRPORT ANALYSIS

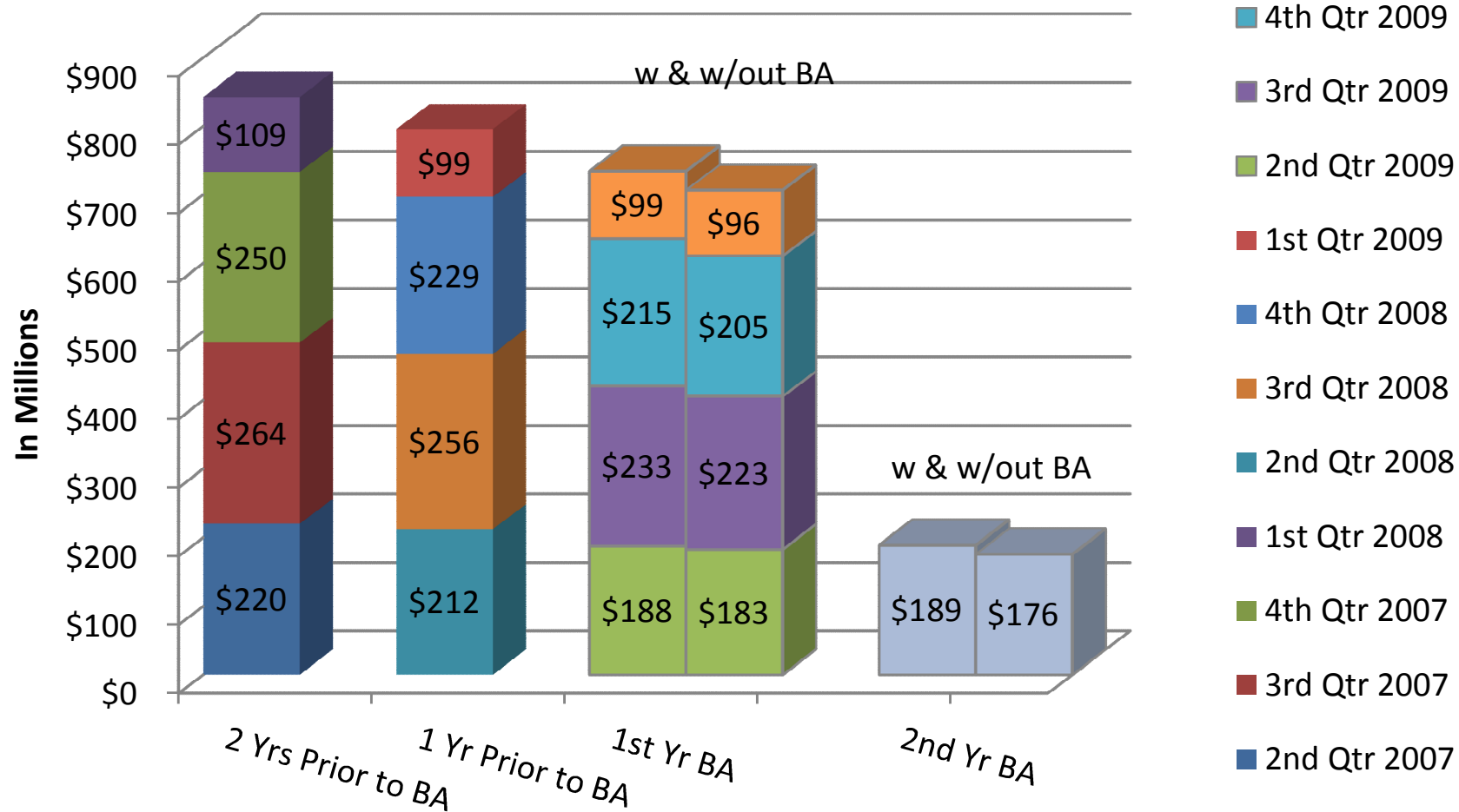
Prepared by Carl Garrett & Lori Helle

January 20, 2011

BRANSON AIRPORT ANALYSIS										
ESTIMATED CONTRIBUTION of AIRPORT TO CITY REVENUES										
(100% of Sales in Branson Landing & Branson Hills Backed Out of Results)										
	ONE YEAR BEFORE AIRPORT OPENING				1ST YEAR OF AIRPORT OPERATION				YEAR OF AIRP	
	Apr. - June 2008	July - Sept 2008	Oct. - Dec. 2008	Jan. - Mar. 2009	April - June 2009	July-Sept. 2009	Oct. - Dec. 2009	Jan. - Mar. 2010	Apr. - June 2010	TOTAL SINCE AIRPORT STARTUP
Total Branson Airport Passenger Arrivals	0	0	0	0	9,109	15,226	15,272	7,132	23,853	70,592
Passengers Subject to PFP Agreement	0	0	0	0	6,807	11,684	11,614	3,935	15,708	49,748
\$ Paid per PFP Agreement	\$0.00	\$0.00	\$0.00	\$0.00	\$56,088.03	\$96,276.16	\$95,695.24	\$32,422.75	\$129,436.39	\$409,919
\$ Sales Needed by Plane Arrival to Achieve Breakeven in GF	n/a	n/a	n/a	n/a	\$5,608,968	\$9,627,616	\$9,569,936	\$3,242,440	\$12,943,392	\$40,992,352
Est. % Impact on City Revenue if Each Airport Passenger spent \$824					2.2%	3.2%	3.3%	2.2%	5.0%	3.3%
Total City Sales for Quarter	\$259,810,239	\$324,899,871	\$298,438,485	\$144,696,705	\$252,634,075	\$305,100,778	\$290,795,301	\$147,324,200	\$256,439,234	\$1,252,293,588
Sales in TIF Areas (Branson Landing & Branson Hills)	\$47,615,538	\$69,353,198	\$69,380,388	\$44,847,760	\$64,479,877	\$72,363,429	\$75,971,682	\$48,406,928	\$67,048,982	\$328,270,898
Sales in Branson Excluding TIF Areas	\$212,194,701	\$255,546,673	\$229,058,097	\$99,848,945	\$188,154,198	\$232,737,349	\$214,823,619	\$98,917,272	\$189,390,252	\$924,022,690
% Change from Prev. Yr (Same Qtr)	n/a	n/a	n/a	n/a	-11.3%	-8.9%	-6.2%	-0.9%	0.7%	
% Change from 2 Yrs Earlier (Same Qtr)					-14.6%	-11.8%	-14.2%	-9.5%	-10.7%	
LESS: Sales Attributed to PFP Agreement Passengers	0	0	0	0	\$5,608,968	\$9,627,616	\$9,569,936	\$3,242,440	\$12,943,392	\$40,992,352
Net Sales in Non-TIF Areas if Airport Did Not Exist	\$212,194,701	\$255,546,673	\$229,058,097	\$99,848,945	\$182,545,230	\$223,109,733	\$205,253,683	\$95,674,832	\$176,446,860	\$883,030,338
\$ Change in City Sales Tax (1%) Receipts from 1 Year Earlier (Same					-\$29,649,471	-\$32,436,940	-\$23,804,414	-\$4,174,113	-\$6,098,370	
% Change from Prev. Yr (Same Qtr)					-14.0%	-12.7%	-10.4%	-4.2%	-3.3%	
Receipts from 2 Years Earlier (Same Qtr)					-37,662,242	-40,721,421	-45,206,168	-13,626,586	-35,747,841	
% Change from 2 Yrs Earlier (Same Qtr)					-20.6%	-18.3%	-22.0%	-14.2%	-20.3%	

Gross Sales

(Less Branson Landing & Branson Hills)





In-Terminal Visitor Survey

Preliminary Only – Not For Distribution

- **840 Responses in Fall 2010**
- **Avg. Party Spending \$1,381**
- **Avg. Party Size 2.2 Persons**
- **26,042 Travel Parties in 2010**
- **Spend: \$35,964,000 (Preliminary)**
- **Avg. Spent per Person \$627.73**



In-Terminal Visitor Survey

Preliminary Only – Not For Distribution

***\$35,964,000 Air Visitor Spending**

- **Lodging (\$10,595,000)**
- **Food (\$6,901,000)**
- **Entertainment (\$7,031,000)**
- **Retail (\$5,990,000)**
- **Auto Rental/Van (\$5,447,000)**

*assumes all money is spent in COB & none in the TIF areas



TAX RATES

	<u>Lodging/Entertain.</u>	<u>Food</u>	<u>Retail</u>	<u>Airport Auto</u>
State	4.225%	4.225%	4.225%	4.225%
County	1.625%	1.625%	1.625%	1.625%
Branson G.F.	1.000%	1.000%	1.000%	0
Branson Transp.	0.500%	0.500%	0.500%	0
Tourism Enhanc.	0	0.875%	1.000%	0
County Ambulance	0.250%	0.250%	0.250%	0.250%
Branson Tourism	4.000%	0.500%	0	0
Special Tax District	See Note	See Note	See Note	See Note
TAX RATE TOTAL	11.6%	8.975%	8.6%	6.1%

SPECIAL TAX DISTRICT NOTE* - Branson Landing, Historic Downtown, and Branson Hills will have either a ½% or 1% higher rate for their CID or TDD.



Air Visitor Fiscal Impact

Preliminary Only – Not For Distribution

Source	Revenue
State Sales Tax – 4.225%	\$1,519,479
County Sales Tax – 1.875%	674,325*
Branson Sales Tax – 1.5%	539,460
(Branson 1% Sales Tax)	(359,640)
(Branson ½% Sales Tax)	(179,820)
(Branson 1% Sales Tax w/out Auto Rental)	(305,170)
(Branson ½% Sales Tax w/out Auto Rental)	(152,585)
Branson TCED Tax - .875% (food) & 1% (retail)	120,281
Branson Tourism Tax – 4% (lodging/entertainment) & .5% (food)	739,545*
Total Taxes (w/out Auto Rental)	\$3,511,385*

*Slightly different number based on COB's calculations (BA total was \$3,571,120)



Tax Revenue Per Air Visitor

Preliminary Only – Not For Distribution

Source	Per Air Visitor
State Sales Tax	\$26.52
County Sales Tax	11.77**
Branson Sales Tax	9.42
(Branson 1% Sales Tax)	6.28*
(Branson ½% Sales Tax)	3.14
(Branson 1% Sales Tax-w/out Auto Rental)	5.33*
(Branson ½% Sales Tax-w/out Auto Rental)	2.66
Branson TCED Tax	2.10
Branson Tourism Tax	12.91**
Total Taxes Per Visitor (w/out Auto Rental)	\$61.29**

*City of Branson must have \$8.24 per Air Visitor to cover the GF Obligation for the PFP

**Slightly different number based on COB's calculations (BA total was \$62.34)

ESTIMATED 2011 IMPACT TO GENERAL FUND

- Estimated 2011 Total Deployments per BA 162,000
- Approx. 62% Subject to PFP Agreement 100,440
- Cost to City from GF for 2011 @ \$8.24 Per Passenger \$827,461
- Amt. of Estimated GF Revenues for 2011 per BA Analysis
(\$5.33 times 100,440 visitors) 535,345
- Needed to Cover Costs of PFP Agreement to Breakeven (\$292,116)

2010 invoices for July – Dec (not yet received from BA and subject to annual appropriation by the City) are not included in this analysis, but have been estimated to be \$310,228 (per BA Analysis)

RECAP – VALUE PER AIR VISITOR

(Sales Tax Impact to Government Entities)

STATE SALES TAX	\$26.52
COUNTY SALES TAX	10.20
AMBULANCE DISTRICT	1.57
TOURISM ENHANCEMENT DISTRICT	2.10
BRANSON TOURISM FUND	12.91
BRANSON TRANSPORTATION FUND	2.66
BRANSON GENERAL FUND (\$5.33-8.24*)	<u>-2.91</u>
TOTAL	\$53.05

* Cost per passenger paid for the PFP Agreement